
From: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>
Sent: 7/27/2016 5:57:46 PM +0000
To: "Green-Brown,Antoinette S" <agreen@entergy.com>
Subject: FW: Thursday's Council Utility Committee meeting--STAKEHOLDER REMARKS
Attachments: Homeowner Key Messages 7-26-16.docx; Local resident - Protection against storms Key Messages 7-26-16.docx; Local resident Affordability message 7-27-16.docx; Env Resident Key Messages 7-26-16.docx; Metro Key Messages 7-27-16.docx; Signs Now Key Messages 7-27-16.docx

Toni – Let me know when you're available to discuss these drafts so you can share with Gary today.

From: Bill Rouselle [mailto:brightmome@aol.com]
Sent: Wednesday, July 27, 2016 12:21 PM
To: POLLARD, YOLANDA Y
Subject: FW: Thursday's Council Utility Committee meeting--STAKEHOLDER REMARKS

EXTERNAL SENDER. DO NOT click links if sender is unknown. DO NOT provide your user ID or password.

Yolanda:

Please let me know the time of tomorrow's hearing. I will send the Sassafras statement shortly.

Thanks.

Bill

From: Bill Rouselle [mailto:billr@brightmomentsnola.com]
Sent: Wednesday, July 27, 2016 11:29 AM
To: 'POLLARD, YOLANDA Y' <YPOLLAR@entergy.com>; 'Malcolm Ehrhardt' (malcolm@theehrhardtgroup.com) <malcolm@theehrhardtgroup.com>
Cc: 'Caryn Rodgers' (caryn@brightmomentsnola.com) <caryn@brightmomentsnola.com>; 'Marc Ehrhardt' (marc@theehrhardtgroup.com) <marc@theehrhardtgroup.com>; 'Geriease Hawkins' <gshawkins1@gmail.com>; 'Green-Brown,Antoinette S' <agreen@entergy.com>
Subject: RE: Thursday's Council Utility Committee meeting--STAKEHOLDER



ENO-NOPS006353

REMARKS

Yolanda / Toni:

Attached are 6 of the 9 talk points we have produced so far. Please review and give me any feedback on the direction we are pursuing with these.

I have spoken to the owner of Sassafras Restaurant, Corey Duckworth. He is willing to appear at the hearing tomorrow in support of the new plant. I do need to know the time of the hearing to get him there for the presentation. Please advise.

Thus far, we have completed messages for Signs Now, Metro Disposal, a homeowner in N. O. East, a local resident speaking to affordability, a local resident concerned with the environment, and a local resident concerned with protection during storms.

We will have the rest by 2 PM today.

Let me know if this is what you need.

Thanks.

Bill

From: POLLARD, YOLANDA Y [<mailto:YPOLLAR@entergy.com>]
Sent: Tuesday, July 26, 2016 4:25 PM
To: billr@brightmomentsnola.com; 'Malcolm Ehrhardt' (malcolm@theehrhhardtgroup.com) <malcolm@theehrhhardtgroup.com>
Cc: 'Caryn Rodgers' (caryn@brightmomentsnola.com) <caryn@brightmomentsnola.com>; Marc Ehrhardt (marc@theehrhhardtgroup.com) <marc@theehrhhardtgroup.com>; 'Geriease Hawkins' <gshawkins1@gmail.com>; Green-Brown, Antoinette S <agreen@entergy.com>

Subject: RE: Thursday's Council Utility Committee meeting--STAKEHOLDER
REMARKS

Team,

Please move forward with drafting of remarks emphasizing Reliability, Cost and Environment:

Toni will have the following stakeholders in attendance to deliver max. 2-minute remarks:

Owners/Representatives from three (3) businesses – Signs Now, DMM Associates and Metro Disposal

Five (5) Residents of New Orleans East (also current or former members or ENONAC)

One customer for environmental position

Hope this gives you some general direction for the various stakeholder scripts and messengers to get drafts underway. Toni will assign and provide the scripts to the appropriate messengers.

Please let us know any questions.

Thanks,
Yolanda

From: POLLARD, YOLANDA Y

Sent: Tuesday, July 26, 2016 1:04 PM

To: billr@brightmomentsnola.com; 'Malcolm Ehrhardt' (malcolm@theehrhardtgroup.com)

Cc: 'Caryn Rodgers' (caryn@brightmomentsnola.com); Marc Ehrhardt (marc@theehrhardtgroup.com); 'Geriease Hawkins'; GREEN, ANTOINETTE S

Subject: Thursday's Council Utility Committee meeting--STAKEHOLDER REMARKS

All,

We've talked about the possibility over recent days and meetings, but the **New Orleans Power Station is an agenda item for Thursday's utility committee meeting**. Toni Green-Brown is working to finalize the key stakeholders list of those attending and supporting Entergy New Orleans and the proposed plant. As Toni shares the names of those stakeholders with this team, she'll need 2-minute remarks by Wednesday for each, matching the appropriate message to the messenger (business, consumer advocate, etc.). Thanks for your flexibility and patience as meeting plans and stakeholders have evolved.

Yolanda

**Entergy – New Orleans Power Station
New Orleans Resident Concerned About Protection Against Storms**

I am a local resident who was displaced after Hurricane Katrina. Even though my home was not flooded, my family and I were forced to live in Baton Rouge and then Houston because our city's services were out of commission for several months. We hope that we will never see a situation like that again, but in case we do wouldn't it be a good idea that we invest now in a power station that will have the ability to get us back on line much sooner. I am supporting this proposed station because it makes sense.

No one likes to pay more for services, but a power station like this one is a good investment for all of us.

Key Messages:

As I said, the New Orleans Power Station will help the city during emergency situations — from preparation through recovery

It will allow the city to function should extreme weather conditions or a major storm strike our area. The facility can aid in the restoration process following a hurricane by providing a local source of generation. The units start quickly, and are important for short-term situations to meet temporary energy needs, they are also capable of operating for extended periods.

In 2008, Hurricane Gustav knocked out all but one of the major transmission lines serving the New Orleans metropolitan area, creating a situation where the city essentially became an island and no longer was connected to the rest of the electrical grid. We can't afford for that to happen again. I want the ability to get back to the city faster and I know there are others out there who share my thoughts.

The New Orleans Power Station will be good for economic development and jobs.

It is designed to provide power to all of us in the city. During construction and when it's operating, it will be good for economic development by providing revenue and jobs. It will also help get us back to work sooner if and when we have to return from a storm or hurricane.

I hope the City Council approves this project because it is vital that we have affordable power when we need it the most.

I understand that this is the first time in more than 30 years that Entergy New Orleans has requested approval to construct a local generating unit. Many local citizens are concerned about clean energy and affordable power. This project will give us both. It will help minimize environmental impacts and ensure affordable rates in the future.

Thank you for allowing me to give my opinion about this important project.

**Entergy – New Orleans Power Station
Customer from an Environmental Position**

I am an avid supporter of the environment. I believe that our nation should be turning to renewable sources of energy, and I support alternatives to fossil fuels whenever possible. Having said that, I am here to support the request of Entergy to build the New Orleans Power Station.

There are some very good reasons for this power station to be built.

First, this is the only type of energy-producing facility that could be produced inside the city limits, especially on the East Bank. There is no way a solar facility could be located here and I don't think anyone believes that wind power would work in a feasible way.

Secondly, this plant will increase the generation available to handle Entergy New Orleans' projected load.

In order to keep pace with the city's growth, we need a modern, technologically-reliable, efficient and affordable power source. The deactivations of two old units means nearly 800 megawatts of less generating capacity, especially for peaking and reserve resources. This power station makes sense from both consumer and company investment standpoints.

Thirdly, the power station will be more efficient with minimal environmental impact.

It will supply power during peak demand periods when electricity use is high. It will also increase the generation needed to handle Entergy New Orleans' projected load, delivering more power to businesses and residences. It will use newer, more efficient technology, meaning it will produce lower emission levels than the recently deactivated units. It will also result in a decrease in the capacity for groundwater usage -- a 99 percent reduction compared to the past.

Finally, Entergy is a leader in renewable energy generation. They are committed in renewable energy is a major priority for the future.

Entergy has been one of the leading utility companies in the world in developing renewable energy technology. Entergy New Orleans is operating one of only five pilot projects for solar power generation in the United States and is committed to a clean energy future for New Orleans. The New Orleans Power Station is the most feasible and affordable transition to a renewable energy future.

**Entergy – New Orleans Power Station
Signs Now – Michelle Gobert**

My name is Michelle Gobert. I am the owner of Signs Now, a ___ year old business in the City of New Orleans. I am also the President of the New Orleans Black Chamber.

Key Messages:

The city needs the New Orleans Power Station.

We need this facility for three or four very important reasons:
It will provide affordable energy for our citizens. This is a project that will provide for a power station on land away from highly populated areas. It was used for a bigger facility until recently and it has all the proper zoning. We need affordable and clean energy, and this natural gas plant will be a solution for many years to come. And, it gives us the ability to quickly provide energy generation at the local level in times of crisis.

The New Orleans Power Station will benefit the entire city.

It is designed to provide power to all of us in the city. During construction and when it's operating, it will be good for economic development by providing revenue and jobs. It will also help get us back to work sooner if and when we have to return from a storm or hurricane.

This project deserves the support from the City Council because it is vital that we have affordable power when we need it the most.

This is the first time in more than 30 years that Entergy New Orleans has requested approval to construct a local generating unit. Your vote in favor of the power station will show local citizens and business leaders that this is a wise investment that will maximize economic benefits, minimize environmental impacts and ensure affordable rates in the future.

In Orleans Parish, construction of the New Orleans Power Station is expected to generate nearly \$206 million in new business sales, more than \$28 million in new household earnings for parish residents, an average of 92 jobs per year and pump nearly \$983,000 in new sales taxes into the parish treasury.

Thank you for allowing me to express my support for this important project.

**Entergy – New Orleans Power Station
East New Orleans Homeowner**

I am _____ (address). I'm a homeowner and life -long resident of New Orleans

Key Messages:

Affordable and Reliable Power

I am here today to support the building of the new Power Plant in East New Orleans. From everything I have heard, this new plant will give us a local source of power when we need it most. Like when Katrina devastated us down and Gustav knocked out the power in our region. I have heard about solar and wind power, but it doesn't appear that they are very reliable and they cost way too much!

Entergy puts the consumer first

I want to be able to have the access to power at a reasonable and affordable cost. With the energy efficient programs Entergy and City Council have developed, I can see the effort to keep utility costs down and make living in New Orleans less expensive. In considering new energy sources for our City, I urge the Council to be mindful of citizen needs and to make decisions that continue to moderate costs while insuring our power needs.

Hope for a clean energy future.

I want to be perfectly clear about my own belief that we need clean energy for the benefit of our children and future generations. I am pleased to know that Entergy has committed to developing the new, clean energy sources. The plant being proposed is a big step in the right direction and it gives us the power we need now as the new energy sources are brought on-line.

I urge the Council's support for this important project.

From: "Green-Brown,Antoinette S" <ENTERGY/ENT-01/Recipients/4F156920>
Sent: 12/6/2016 12:12:09 AM +0000
To: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>
CC: "Green-Brown,Antoinette S" <agreen@entergy.com>
Subject: Dec. 12th Meeting
Attachments: List of Stakeholders for Dec 12th Meeting.xlsx

Here's who we have so far ...we need to know who Charles has invited to the Dec. 12th meeting to add to the list...there are some names on the attached list that we hope he can reach out to about supporting us on Dec. 12th.

One confirmed speaker – Atty Sean Bruno – we would like to provide a statement for him so maybe we can get 3 profound statements drafted- one to give to him and at least 2 other people in case we're asked....

Toni Green-Brown ~ Mgr - Public Affairs ~ 504-670-3640

WE POWER LIFE SM 

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ENO-NOPS006659

	Potential Speakers	Company/Nonprofit Org Affiliation (If any)	Confirmed?
1	Alexander, Jerry	Residential Customer-NOE	Yes
2	Barnes, Marc A.	Residential Customer-NOE	
3	Barney, Keith & Tammy	Residential Customer-NOE	
4	Barriere, Antoine Pastor	Residential Customer-NOE	
5	Bickham, William	Residential Customer-NOE	
6	Brown, Darryl G.	Residential customer-NOE	Yes - Will email support to committee members
7	Bruno, Sean	Residential Customer-NOE	Yes
8	Burns, Sheila	Residential customer-NOE	Yes
9	Burns, Sr., Ronald V.	Residential Customer-NOE	Yes
10	Cousin, Alan & Rachel	Residential Customer-NOE	
11	Craft, Jermaine	Residential customer	Yes
12	Duplessis, Ann	Liberty Bank & Trust Co/Former Senator	
13	Evans, Clarissa	Residential Customer-NOE	
14	French, Thelma	Residential Property Owner-NOE	
15	Gibson, Vetta	Residential customer-NOE	
16	Goldsmith, Alan	Residential Customer-NOE	Possibly
17	Green, Marcus	Residential Customer-NOE	
18	Green, Myron	Residential Customer-NOE	
19	Henry, Troy (NOEBDD Board)	Bus. Dev. Chair - NOE	
20	Hitchens, Keith	Residential Customer-NOE	Yes
21	Howard Rodgers, III	N O Council On Aging	
22	Jackson, Karen	Residential customer-NOE	
23	Johnson, Fred	Exec. Dir. - NDF	
24	Kirkland, Clarisse	Retired CNO-Res. NOE	
25	Lewis, Noah	Residential customer	Yes
26	Luten, Fred Pastor - Charles	Residential cust. - east NO	

Potential Speakers	Company/Nonprofit Org Affiliation (If any)	Confirmed?
26 Mayfield, Marsinah & Spouse	Residential customer-NOE	
27 McClain, Ron	Residential Customer-NOE	Yes - Will email support to committee members
28 McClendon, Dwight/ Jackson, Brenda	Residential Customer-NOE	
29 McDonald, Aaron	Residential Customer-NOE	Yes - Will email support to committee members
McGowan, Brenda		
30 Michelle Gobert/Keleisha Garrett	N O Black Chamber (Board Chair/President, Exec Director)	
31 Nguyen, Cyndi	V.I.E.T.	Yes
32 Paisant, Linda	Residential customer-NOE	
33 Plummer-Clivens, Alicia	Residential Customer-NOE	Yes
34 Raymond, Mike	Pastor - Res. Cust. NOE	Yes
35 Ridley, Coleman	N O Business Council	
36 Samms, Timolynn	NPN Non-profit Exec. Dir.	
37 Thomas, Charles	Residential Customer-NOE	Yes
38 Vallon, Bunny	Residential customer-NOE	
39 Verges, Wade	Developer - east NO	
40 Wall, Tangee	Residential Customer-NOE	
41 Weary, Doug	Owner-Perfection Barber Beauty Shop	
42 Former ENONAC Board Members	Residential Customer-NOE	
43 Banner Chevrolet Salesman - Charles		
New Orleans Public Library Board Chair or NOE Branch director - Charles Other Bus. Owners - Sherman Copelin Charles		
44		

John Ashford

From: John Ashford
Sent: Sunday, August 13, 2017 1:26 PM
To: Suzanne Hammelman; Larry Walsh
Subject: FW: Shall We Talk

From: LAGARDE, CHANEL [mailto:CLAGAR1@entergy.com]
Sent: Sunday, August 13, 2017 12:24 PM
To: John Ashford <jashford@hawthorngroup.com>
Cc: POLLARD, YOLANDA Y <YPOLLAR@entergy.com>
Subject: RE: Shall We Talk

Thanks John. I'm copying Yolanda Pollard on this email. She's running the campaign for Entergy New Orleans, and she would be best for the in depth briefing you will need.
Her number is 504 670 3656.

I'm out of pocket on Monday and Tuesday, but Yolanda should be available. Yolanda, please let John know if you're not available.

Thanks

----- Original message -----

From: John Ashford <jashford@hawthorngroup.com>
Date: 8/13/17 10:32 AM (GMT-06:00)
To: "LAGARDE, CHANEL" <CLAGAR1@entergy.com>
Subject: Shall We Talk

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

I had a very good visit with our team, who are excited about trying to help you and we've all been following the post-flood developments with a strong feeling it positions the situation perfectly for the kind of third-party grassroots/GrassTops effort you suggested. The challenge is how with whom and with what "cut-outs" – we create this. We've got a couple ideas about how we might proceed that we need to discuss with you . . . and, if you think they are promising (or have better suggestions), then we need to get the truly "deep in the weeds" briefing so we can get you a plan/timeline/budget and get this started.

I'm in Venice (Italy, not California or Florida, tho' it's hotter than both and swampier than Louisiana) til Wednesday or Thursday night but will try to call you tomorrow, Monday, and explore what we're thinking about with you.



Hawthorn001003

John Ashford

From: POLLARD, YOLANDA Y <YPOLLAR@entergy.com>
Sent: Sunday, August 13, 2017 4:12 PM
To: Suzanne Hammelman
Cc: John Ashford; Charles Petrosky
Subject: Re: Shall We Talk

Follow Up Flag: Follow up
Due By: Monday, August 14, 2017 10:00 AM
Flag Status: Flagged

Great. Let's confirm the call for Tuesday, 12:30 pm CDT.

On Aug 13, 2017, at 2:33 PM, Suzanne Hammelman <shammelman@hawthorngroup.com> wrote:

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Yolanda - looks like Tuesday anytime up to 2pm CDT is best for us. Your choice.

From: POLLARD, YOLANDA Y <YPOLLAR@entergy.com>
Sent: Sunday, August 13, 2017 1:46:39 PM
To: John Ashford; Suzanne Hammelman
Cc: LAGARDE, CHANEL
Subject: Re: Shall We Talk

Hi Suzanne,

I look forward to connecting with you again. Yes, we worked together on the New Orleans solar project communications which actually has become a key point of reference as we talk with key stakeholders about the proposed power station. We'll discuss those details this week.

Best,
Yolanda

On Aug 13, 2017, at 12:25 PM, John Ashford <jashford@hawthorngroup.com> wrote:

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

Yolanda –

Unhelpfully, I am seven time zones away – in Venice, Italy – until Thursday (tho' I'll try to join any call that happens in the times/locations where I have what I am learning is VERY limited cell service here).

Let me ask our President, Suzanne Hammelman (who claims to know you!) and our Vice Chair, Larry Walsh, to get in direct touch with you and schedule what works for you and them Monday (when I know Larry and our senior counselor, Bryant Kinney, are in Tampa at TECO) or Tuesday. They will also arrange to have our senior associate Henry Rubin and/or our research director Jefferson Freeman on the call, too. And, as I said, I'll join if I can.

We just need to be a lot more knowledgeable about the details: what's proposed, who the opposition is and what they're doing, how the political situation is playing out post-floods and pre-election, what the needs are, what the opportunities are, who logical local "leaders" might be, how they're best recruited, etc. Any and all you can tell us will be valuable and we try to refine our thinking and planning to present proposed strategy, tactics and operations to you.

Thanks for giving us this opportunity.

John

From: POLLARD, YOLANDA Y [<mailto:YPOLLAR@entergy.com>]
Sent: Sunday, August 13, 2017 12:44 PM
To: LAGARDE, CHANEL <CLAGAR1@entergy.com>
Cc: John Ashford <jashford@hawthorngroup.com>
Subject: Re: Shall We Talk

Yes, I'm available 10:30-2:30 CDT on Monday for a briefing. John, please let me know if some point during this timeframe works for you. Looking forward to it.

On Aug 13, 2017, at 11:23 AM, LAGARDE, CHANEL <CLAGAR1@entergy.com> wrote:

Thanks John. I'm copying Yolanda Pollard on this email. She's running the campaign for Entergy New Orleans, and she would be best for the in depth briefing you will need.
Her number is 504 670 3656.

I'm out of pocket on Monday and Tuesday, but Yolanda should be available. Yolanda, please let John know if you're not available.

Thanks

----- Original message -----

From: John Ashford <jashford@hawthorngroup.com>

Date: 8/13/17 10:32 AM (GMT-06:00)

To: "LAGARDE, CHANEL" <CLAGAR1@entergy.com>

Subject: Shall We Talk

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

I had a very good visit with our team, who are excited about trying to help you and we've all been following the post-flood developments with a strong feeling it positions the situation perfectly for the kind of third-party grassroots/GrassTops effort you suggested. The challenge is how – with whom and with what “cut-outs” – we create this. We've got a couple ideas about how we might proceed that we need to discuss with you . . . and, if you think they are promising (or have better suggestions), then we need to get the truly “deep in the weeds” briefing so we can get you a plan/timeline/budget and get this started.

I'm in Venice (Italy, not California or Florida, tho' it's hotter than both and swampier than Louisiana) til Wednesday or Thursday night but will try to call you tomorrow, Monday, and explore what we're thinking about with you.

From: "Cavell, Charlotte" <ccavell@entergy.com>
Sent: 8/16/2017 10:56:23 PM +0000
To: "Rice Jr, Charles" <crice@entergy.com>; "HUNTLEY, GARY E" <GHUNTLE@entergy.com>; "Cureington, Seth" <scurein@entergy.com>; "CRAGIN, TIMOTHY S" <tcragin@entergy.com>; "Guillot, Brian" <bguill1@entergy.com>; "Barton, Harry M" <hbarton@entergy.com>
CC: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>; "Green-Brown, Antoinette S" <agreen@entergy.com>; "MERCADDEL, DEMETRIC M" <DMERCAD@entergy.com>; "DUNN, ALEX S" <adunn@entergy.com>
Subject: RE: JUST FYI - Tweets from Last Night's Meeting

He also posted on Facebook, but tagged Entergy Louisiana instead:

<https://www.facebook.com/iNoneOfTheAbove/posts/1753361611358021>



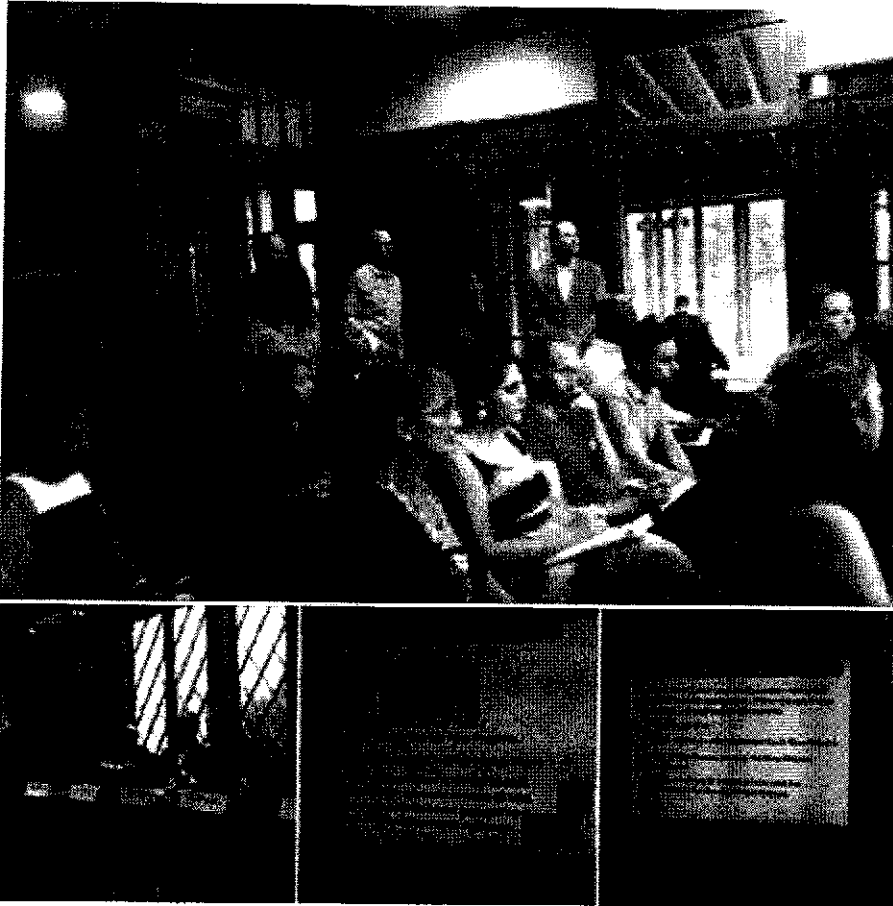
ENO-NOPS006314



Danil Faust added 4 new photos

21 hrs

Entergy Louisiana Power Plant informational meeting regarding Michoud Natural gas plant



Like

Comment

Share



1

1 share



Write a comment



From: Cavell, Charlotte

Sent: Wednesday, August 16, 2017 5:29 PM

To: Rice Jr, Charles; HUNTLEY, GARY E; Cureington, Seth; CRAGIN, TIMOTHY S; Guillot, Brian; Barton, Harry M

Cc: POLLARD, YOLANDA Y; Green-Brown,Antoinette S; MERCADEL, DEMETRIC M; DUNN, ALEX S

Subject: RE: JUST FYI - Tweets from Last Night's Meeting

If you want to see the entire Twitter feed from last night, here is a link to his page:

<https://twitter.com/@0NoneOfTheAbove>

It currently starts with tweets from 22 hours ago through 23 hours ago. It also includes screenshots of some of our presentation, additional pictures, video and conversation between him and other Twitter followers.

From: Cavell, Charlotte

Sent: Wednesday, August 16, 2017 5:18 PM

To: Rice Jr, Charles; HUNTLEY, GARY E; Cureington, Seth; CRAGIN, TIMOTHY S; Guillot, Brian; Barton, Harry M

Cc: POLLARD, YOLANDA Y; Green-Brown,Antoinette S; MERCADEL, DEMETRIC M; DUNN, ALEX S

Subject: JUST FYI - Tweets from Last Night's Meeting

Team – an audience member from last night's community meeting on S. Broad live tweeted from the meeting. Below are some of his tweets.

You may be familiar with him already, but his Twitter profile lists him as being from New York, NY and his description reads as follows:

#AntiCorruptionAct advocate #CriminalJusticeReform advocate #unhackthevote advocate Former Clerk of Criminal Court Candidate

His LinkedIn profile intro reads as follows (without signing in to view the full profile):

Danil Faust

Political/Environmental Activist

New Orleans, Louisiana

It lists his current employment as a bartender at 3 Legged Dog, and says that he studied at UNO.

Danil Faust



Q: Does Entergy support a Carbon Tax?

A: Not prepared to comment.

Danil Faust



Q: Has Entergy pursued hydroelectric power generation?

A: We've researched it but determined subsidence build up & tanker navigation would be 1/

Danil Faust



But the cost of solar+battery w/l industry standards, so far Entergy satisfied. 20 MWs already approved, 45 planned, + 55 next year

Danil Faust



1/ Entergy New Orleans Power Plant informational hearing

783MW built in the 50s pic.twitter.com/xZju2gmlu9



Appointment Title: NOPS Update
Organizer: LAGARDE, CHANEL
Attendees: Rice Jr, Charles; POLLARD, YOLANDA Y; John Ashford
(jashford@hawthorngroup.com)
Location: Chanel's Office; 6th floor
Start Time: 8/24/2017 7:00:00 PM +0000
End Time: 8/24/2017 8:00:00 PM +0000
Reminder Time: N/A
Reminder Set: false
Duration: 1 hours
Is Recurring: false
Reccurance Type: Not
Reccurance Pattern:
Response Status: 1
Busy Status: Busy



ENO-NOPS000003

August 29, 2017

MEMORANDUM

TO: YOLANDA POLLARD

FROM: SUZANNE HAMMELMAN, ELLEN SCOTT-BELLI

RE: FOLLOW UP PROPOSAL

Thank you for taking the time to talk with us earlier today. The following is a summarized and slightly revised version of the proposal and plan that John outlined for you and Charles the other day. Our goal is to build an independent organization that can support – starting immediately upon your program and budget authorization – to provide high level “GrassTops” and real, organic grassroots support for projects designed to (quoting you!) “make New Orleans whole.”

The big idea is to build a sustainable independent organization that will start by promoting the need to build the New Orleans Power Station (ideally the 226 MW option). If built for the long-term, this organization can advocate for any number of projects within its mission that are also supported by Entergy New Orleans.

The organization will be designed to be a credible advocacy group that provides third party, expert and citizen support. It will be created initially by a few respected New Orleans civic, labor, religious, minority and community leaders. Some groups that you have already recruited to support the project – Black Chamber, AFL-CIO, Port of New Orleans, Coalitions of Ministers – might wish to join the organization, but we will also aggressively seek new and unexpected advocates.

The organization and its members will quickly become visible on several levels.

First, we believe that **starting the group as a Facebook community** (albeit, with a recognizable, credible name/s behind it) will create quite a buzz online, particularly given the current environment. There is no doubt that with the appropriate resources, an active Facebook community discussion can drown out the “noise” of the currently loud, but likely relatively few opponents. Building a group of Facebook friends in the thousands will very quickly provide immediate visibility and credibility and give us the



ENO-NOPS000008

ability to move seamlessly into the post-Labor Day political conversation.

As we use social media to push out interesting, factual and useful information, the organization will also become the **“go-to” source for news** story ideas and information, even as the “real world” organization (the GrassTops leadership, campaign manager, media relations person) is being built.

We would begin the conversation on Facebook, while simultaneously building the GrassTops organization, recruiting and organizing business and community leaders to demonstrate their support for the New Orleans Power Station by testifying, asking their members (if head of an organization) to help, submitting OpEds, make personal contacts (if appropriate) with Commissioners, etc.

Some recognizable names that we might consider for GrassTops membership (and/or leadership) could include suggestions made by Charles, such as **Gary LaGrange**, President of the Port Authority Association and **Noah Lewis**, 100 Black Men of Metro New Orleans, as well as leaders such as **Ruthie Fierson**, Founder and Chair Emeritus of Citizens for 1 Greater New Orleans; **Senator JP Morrell**, who passed the original sewage and water board reforms; **Tiger Hammond**, AFL-CIO, Greater New Orleans President; **Andy Kopplin**, Greater New Orleans Foundation (and former chief of staff for the Mayor); **Joe Jaeger**, a retired developer; Cheryl Teamer, community leader, board member of many organizations. There may also be a **retired Entergy employee(s)** who has remained active in the community, etc. These are just a few suggestions. We have not reached out to any of these people yet, so we not know of their willingness to serve and have also not delved deep into their backgrounds to ascertain suitability.

This top-level support would be bolstered by organized advocacy (both organic and assisted) from the community of grassroots supporters who will be encouraged to participate in hearings (both testifying and demonstrating); demonstrations; calling and writing Commissioners, the Mayor (if needed) and candidates; and submitting Letters-to-the-Editor. These efforts can be – if needed – targeted to specific incumbents/candidates.

In short, the GrassTops organization provides quality and credibility to an organically-grown advocacy organization that will add volume and increase the noise level of support.

Time is short as we need to organize a strong show of support for the October 16 public hearing, and particularly as we prepare for the post-Labor Day political barrage of ads and news coverage where it is highly likely the need for the project and the project itself will become an issue (fossil fuels versus renewables). The following lays out an aggressive timeline, with the set up and organizational activity and initial recruitment in September.

The activity/budget phases outlined below are designed – based on our understanding of the process – to fit with the events and decision making points through February, 2018.

September, 2017

\$139,200-\$205,200*

**Higher budget number includes focus groups, in addition to poll; building an online membership of 5,000 members who take an action to join the organization as well as contact a Public Service Commissioner, or other public official.*

- Identify and recruit one or more GrassTops champions who will “create” the organization and be – at least initially – the public face.
- Settle on an organization name:
 - Make New Orleans Work Again (although this MAY bring up visions of the Trump motto in a city where he received little support)
 - Building a Stronger New Orleans
 - New Orleans Forward
 - Prepare NOLA
- Incorporate as a non-profit, 501(c)(4) organization (likely incorporate in Delaware and register to do business in Louisiana); set up bank account, etc.
- Do the research (polling for messaging and targeting, as well as possible distribution – if appropriate – to policymakers; focus groups, if needed; issue and opposition research to build the case book on which all campaign messaging will be built)
- Develop the time-lined campaign plan to use as a roadmap that includes tactics and metrics
- Set up and populate an advocacy website and Facebook page.
- Recruit 3,000-5,000 members online – to also take an action beyond “joining”
- Hire a campaign manager, political field operations director, and media relations person/firm

- Identify, recruit and build out the GrassTops or Leadership organization – create the lists, prepare the materials, personal outreach
- As needed, meet with your team to review strategy, priorities, activities and to provide assistance with internal employee/retiree and existing outreach on the project (advertising, etc.)

October-November, 2017

\$124,500 - \$219,000*

**Higher budget number reflects paying two co-chairs, rather than just one; volume of direct mail; volume of phone calls from voters to decision makers; the option to hire a local government relations professional*

- Continue recruitment and activation of GrassTops and grassroots supporters
- Turn out supporters in volume for hearings
- Organize contacts with Council members, as appropriate
- Phone calls, letters and emails to Council members and candidates
- Active paid and earned media to raise the level of the conversation, educate reporters/editors, and promote OpEds and Letters-to-the-Editor.

December, 2017 – February, 2018

\$153,500 - \$239,000*

**Higher budget number reflects paying two co-chairs, rather than just one; volume of direct mail; volume of phone calls from voters to decision makers; the option to hire a local government relations professional*

- This phase will likely include most of the same tactics above, but we will likely prioritize some efforts over others to reflect the political and policy environment at the time.

We hope this provides you with the information you need. Thank you once again for the opportunity. We're available at any point – including over the week end/Labor Day – to discuss, answer questions, and revise this, as needed.

Suzanne Hammelman

703-626-4385 (mobile)

From: "Rice Jr, Charles" <crice@entergy.com>
Sent: 8/31/2017 2:30:31 PM +0000
To: "LAGARDE, CHANEL" <CLAGAR1@entergy.com>
CC: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>; "Raymond, Tara" <tledet@entergy.com>; "HUNTLEY, GARY E" <GHUNTLE@entergy.com>; "CRAGIN, TIMOTHY S" <tcragin@entergy.com>; "Green-Brown, Antoinette S" <agreen@entergy.com>
Subject: RE: TCNA Intervention re UD-17-04 Investigation and Remediation of Service Disruptions

Tara, please set up a dial in. Those of you copied, if you can participate please do

From: LAGARDE, CHANEL
Sent: Thursday, August 31, 2017 9:26 AM
To: Rice Jr, Charles
Cc: POLLARD, YOLANDA Y
Subject: RE: TCNA Intervention re UD-17-04 Investigation and Remediation of Service Disruptions

John Ashford is available at 11:00 CT. Do you want to send dial-in info?

From: Rice Jr, Charles
Sent: Thursday, August 31, 2017 9:09 AM
To: Cureington, Seth; HUNTLEY, GARY E; CRAGIN, TIMOTHY S
Cc: POLLARD, YOLANDA Y; LAGARDE, CHANEL
Subject: RE: TCNA Intervention re UD-17-04 Investigation and Remediation of Service Disruptions

We have to get a strategy around this. I am going to work with Chanel to get an outside consultant, the Hawthorne group to begin some type of campaign/strategy against the alliance

From: Cureington, Seth
Sent: Thursday, August 31, 2017 9:03 AM
To: Rice Jr, Charles; HUNTLEY, GARY E; CRAGIN, TIMOTHY S
Subject: FW: TCNA Intervention re UD-17-04 Investigation and Remediation of Service Disruptions

Latest petition – this one from Tulane Canal NA.



ENO-NOPS000756

From: Jacob Rickoll [<mailto:Jacob.Rickoll@crescentcare.org>]

Sent: Thursday, August 31, 2017 8:58 AM

To: ,; Tom Stratton; Rebecca H. Dietz; Norman S. Foster; Vince, Clinton A.; Presley R. Reed; Emma F. Hand; Tom Stratton; Basile J. Uddo; Beatmann, Jay (jay.beatmann@dentons.com); Jeff Wilkerson; Kelley R. Bazile (kbazile@wilkersonplc.com); Joseph Vumbaco; Joseph W. Rogers (jrogers@ergconsulting.com); Victor M. Prep (vprep@ergconsulting.com); Byron S. Watson (bwatson@ergconsulting.com); Errol Smith; HUNTLEY, GARY E; Cureington, Seth; LICHTENBERG, KATHRYN J; Guillot, Brian; MAURICE-ANDERSON, ALYSSA; Barton, Harry M; Romano III, Joseph J; Fontan, Suzanne M; Burleigh, Danielle; Perrault, Therese; Forest Bradley-Wright; logan@all4energy.org; Rebecca H. Dietz; Norman S. Foster; Vince, Clinton A.; Presley R. Reed; Emma F. Hand; Basile J. Uddo; Beatmann, Jay (jay.beatmann@dentons.com); Jeff Wilkerson; Kelley R. Bazile (kbazile@wilkersonplc.com); Joseph Vumbaco; Joseph W. Rogers (jrogers@ergconsulting.com); Victor M. Prep (vprep@ergconsulting.com); Byron S. Watson (bwatson@ergconsulting.com); Errol Smith; HUNTLEY, GARY E; Cureington, Seth; LICHTENBERG, KATHRYN J; Guillot, Brian; MAURICE-ANDERSON, ALYSSA; Barton, Harry M; Romano III, Joseph J; Fontan, Suzanne M; Burleigh, Danielle; Perrault, Therese; Forest Bradley-Wright; logan@all4energy.org

Cc: forest@all4energy.org

Subject: TCNA Intervention re UD-17-04 Investigation and Remediation of Service Disruptions

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Please see attached. Thank you.

Jake

TCNA President

Jacob "Jake" Rickoll, RN-BSN

Primary Care Nurse

Crescent Care Specialty Center

CrescentCare and

NO/AIDS Task Force,

A Division of CrescentCare

2601 Tulane Ave. Ste 500

New Orleans, Louisiana 70119

504-821-2601, Ext 255 (Office)

504-821-3684 (fax)

504-473-6943 (cell)

jacob.rickoll@crescentcarehealth.org

Web: <http://www.crescentcarehealth.org>

HIV/AIDS information: <http://www.noaidstaskforce.org>

Follow us on Twitter: [@crescentcareHWC](https://twitter.com/crescentcareHWC) [@noaidstaskforce](https://twitter.com/noaidstaskforce)

Find us on Facebook: www.facebook.com/CrescentCare

www.facebook.com/noaidstaskforce



CrescentCare is a nonprofit provider of holistic, community-based wellness services for everyone in the Greater New Orleans area. CrescentCare's foundation is built upon 30 years of experience in delivering quality, person-centered healthcare as NO/AIDS Task Force. At the heart of our mission is to serve the underserved in our community.



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Appointment Title: Campaign/Strategy Discussion
Attendees: Rice Jr, Charles; CRAGIN, TIMOTHY S; HUNTLEY, GARY E; Green-Brown, Antoinette S; POLLARD, YOLANDA Y; LAGARDE, CHANEL; John Ashford (jashford@hawthorngroup.com)
Location: Webex Internal 8-700-7777 External 504-576-3417 Toll Free 1-877-471-3417 Access Code: 998 970 359
Start Time: 8/31/2017 4:00:00 PM +0000
End Time: 8/31/2017 4:30:00 PM +0000
Reminder Time: N/A
Reminder Set: false
Duration: 30 minutes
Is Recurring: false
Reccurance Type: Not
Reccurance Pattern:
Response Status: 1
Busy Status: Busy

DO NOT DELETE OR CHANGE ANY OF THE TEXT BELOW THIS LINE

Charles Rice Jr has scheduled this WebEx meeting.

Campaign/Strategy Discussion
Host: Charles Rice Jr

When it's time, start or join the WebEx meeting from here:
<https://meeting.entergy.com/orion/joinmeeting.do?MTID=dc3d972b378ed1409116a71bf7f0d57d>

Access Information

Meeting Number: 998 970 359
Meeting Password: This meeting does not require a password.

Audio Connection

8-700-7777 (Internal)
504-576-3417 (Toll / International)
877-471-3417 (Toll-Free)

Access Code:
998 970 359

Hosts, need your host access code or key? Go to the meeting information page:



ENO-NOPS000005

<https://meeting.entergy.com/orion/meeting/meetingInfo?MTID=9fa91c1dbcbf7e2750137e73aa0210dc>

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<https://myentergy.entergy.com/it/CiscoWebEx/Pages/default.aspx>

From: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>
Sent: 8/31/2017 2:55:34 PM +0000
To: "Rice Jr, Charles" <crice@entergy.com>; "LAGARDE, CHANEL" <CLAGAR1@entergy.com>
CC: "Raymond, Tara" <tledet@entergy.com>
Subject: Hawthorn's follow-up proposal
Attachments: Hawthorn Follow up proposal 08_29_17.pdf

Charles and Chanel,

I'm passing this along for your initial review before our 11 a.m. call. Not sure how much we will cover in detail at that time. The Hawthorn Group developed this proposal based on last week's meeting and a follow-up conversation with their team.

Yolanda



ENO-NOPS000007

Building, Engaging and Mobilizing GrassTops & Grassroots Support

Hawthorn Group
REVISED August 31, 2017



ENO-NOPS000013

Long- and Short-Term Goals

1. Demonstrate that a well-thought-out process, designed and implemented by experts with experience, is the only cost-effective and sustainable solution to New Orleans' infrastructure problems and is in the best interest of ALL of New Orleans' citizens
2. Gain approval by the New Orleans City Council of the New Orleans Power Station by February 2018
(ideally 226 MW option)
3. Continue to enhance ETR's and ENO's reputation and brand among stakeholders

Milestones

- **August 30, 2017:** City Council Utility Committee meeting will set the stage for a series of public meetings through December, 2017
- **Monthly:** City Council and Council Utility Committee meetings *(may not be issue at all meetings)*
- **September 6, 2017:** ENO public meeting (7th of series of community meetings started in July)
- **September 7, 2017:** ENO public meeting
- **September 13, 2017:** Council Utility Committee
- **September 27, 2017:** ENO public meeting *(additional meeting to be held in New Orleans East)*
- **October 14, 2017:** City Council and Mayoral primaries
- **October 19, 2017:** Council Utility Committee
- **November 18, 2017:** General Election *(incumbents hold their positions until May, 2018)*
- **December 4, 2017:** final public meeting
- **December 13, 2017:** Council Utility Committee *(Jan. 2018 meet not on calendar yet)*
- **February, 2018:** Earliest approval

Strategy/Tactics

- Create an **independent business/consumer alliance** that demonstrates strong and very visible support from local business and community leaders (quality) and voters/customers (quantity) – e.g., ***Building a Stronger New Orleans, New Orleans Forward***

- Select a “face(s)” to start the organization who will have instant credibility and recognition: e.g., **Sally Forman, Calvin Mackie, PhD**

Strategy / Tactics (cont.)

- **Announce the formation of the group and the leadership** through social media and traditional media (press conference) ... to instantly change the focus and direction of conversation
- Recruit grassroots support initially through **social media** to build volume and noise quickly
- Immediately begin outreach to **recruit community, business, minority, and civic leaders** to take an active role

Strategy /Tactics (cont.)

- If needed, **engage additional political grassroots organizers** to build crowds for early (September) events.
- Support and enhance (if needed) current **corporate advocacy activities** (employee, retiree and allies) – particularly recruiting and activating retirees

Phases and Budgets

Phase I – September, 2017

Set up and research; initial support for community meetings and turnout for Council Utility Committee meetings; corporate communications support, as needed

Line Item	Budget
Chair/Co-Chairs	\$5,000-\$10,000
Review corporate materials and plans - provide input, as needed (employee, retiree, allies)	\$0 (included in fees)
Issue research and materials development to support organization	\$0 (included in fees)
Organization structure, registrations, legal and accounting	\$9,000
Corporate director	\$2,500
Plan development	\$0 (included in fees)
Set up and populate an advocacy website (includes database and email capability, 12-mo license)	\$15,000 (one time)
Organization chair/co-chairs	\$5,000-\$10,000
Create business/community/political Leadership List (estimated 3,000 leaders)	\$6,200 (one time)
Build online membership (estimated 5,000) who will join and contact Council member at same time	\$0-\$35,000 (one time)

Phases and Budgets

Phase I – September, 2017 (cont.)

Set up; initial support for community meetings and turnout for Council Utility Committee meetings; corporate communications support, as needed

Line Item	Budget
Local PR firm	\$2,000
Campaign field director	\$6,000
Crowd building for initial hearing	\$10,000
In-state management (identify and train chairs and spokespersons; recruit and manage grassroots organizers; develop advertising; manage media and political/field operations; recruit and manage local government relations professional (if needed for organization)	\$10,000
In-state expenses	\$5,000
Hawthorn strategy, planning and oversight	\$35,000 (Aug-Sept)
Hawthorn expenses	\$7,500 (Aug-Sept)
Total September, 2017	\$118,000- \$163,200

Phases and Budgets

Phase II – October-November, 2017

Proactively manage the political conversation; turn out support for hearings; generate GrassTops and grassroots communication and intercepts with Council members; earned and paid media (traditional and social); corporate communications support, as needed

Line Item	Budget
Accounting, bank fees and other organization expenses	\$3,000
Corporate director	\$5,000
Organization chair/co-chairs	\$10,000-\$20,000
Events	\$5,000
Direct mail (leadership list)	\$7,500 - \$15,000
Direct mail (targeted voter list – 50,000 x 2)	\$0 - \$45,000
Phone calls from voters to Council members (if needed – 200 calls per Council member)	\$5,000 - \$21,000
Social media video production	\$6,000
PR Firm	\$4,000

Phases and Budgets

Phase II – October-November, 2017 (cont.)

Proactively manage the political conversation; turn out support for hearings; generate GrassTops and grassroots communication and intercepts with Council members; earned and paid media (traditional and social); corporate communications support, as needed

Line Item	Budget
Campaign field director	\$12,000
Council government relations professional (if needed)	\$0 - \$12,000
In-state management (identify and train chairs and spokespersons; recruit and manage grassroots organizers; develop advertising; manage media relations and create content; manage political/field operations; recruit and manage local government relations professional (if needed for organization)	\$20,000
In-state expenses (hearing recruitment, social media costs, grassroots organizer expenses)	\$8,000 - \$12,000
Hawthorn strategy, planning and oversight	\$30,000
Hawthorn expenses	\$9,000
Total October-November, 2017	\$124,500 - \$219,000

Phases and Budgets

Phase III – December 2017 – February 2018

Turn out support for hearings; generate GrassTops and grassroots communication and intercepts with Council members; earned and paid media (traditional and social); corporate communications support, as needed

Line Item	Budget
Accounting, bank fees and other organization expenses	\$4,500
Corporate director	\$7,500
Organization chair/co-chairs	\$15,000-\$30,000
Events	\$10,000
Direct mail (leadership list)	\$7,500 - \$15,000
Direct mail (targeted voter list – 25,000 x 2)	\$0 - \$25,000
Phone calls from voters to Council members (if needed – 200 calls per Council member)	\$5,000 - \$21,000
PR Firm	\$6,000

Phases and Budgets

Phase III – December 2017 – February 2018 (cont.)

Turn out support for hearings; generate GrassTops and grassroots communication and intercepts with Council members; earned and paid media (traditional and social); corporate communications support, as needed

Line Item	Budget
Council government relations professional (if needed)	\$0 - \$18,000
In-state management (identify and train chairs and spokespersons; recruit and manage grassroots organizers; develop advertising; manage media relations and create content; recruit and manage local government relations professional (if needed for organization)	\$30,000
In-state expenses (hearing recruitment, social media costs, grassroots organizer expenses)	\$14,000 - \$18,000
Hawthorn strategy, planning and oversight	\$45,000
Hawthorn expenses	\$9,000
Total December 2017 – February 2018	\$153,500 - \$239,000

Why Hawthorn?

- This is *both* a corporate issue advocacy campaign AND a hard-core political campaign
- Experienced, senior-level service
- “*Beyond the Beltway*” focus
- Driven by research and targeting
- Nothing is off the shelf
- We know the issues and the players
- We’ve worked for you before

Building, Engaging and Mobilizing GrassTops & Grassroots Support

Hawthorn Group
REVISED August 31, 2017

From: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>
Sent: 9/5/2017 5:52:31 PM +0000
To: "Rice Jr, Charles" <crice@entergy.com>
CC: "Raymond, Tara" <tledet@entergy.com>
Subject: Hawthorn's latest proposal
Attachments: Hawthorn NOLA Grassroots Revised 090517.pptx

This latest proposal just came in from Hawthorn. Suzanne says they've adjusted the immediate goal and revised the September budget up a bit.

From: Suzanne Hammelman [mailto:shammelman@hawthorngroup.com]
Sent: Tuesday, September 05, 2017 12:49 PM
To: POLLARD, YOLANDA Y
Subject: Yolanda

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I've revised the attached slightly to respond to what we heard Charles say last week. So our immediate goal has changed a bit, and the urgency for crowd building and response is reflected. The September budget has been revised up bit to reflect trying to do a LOT of stuff immediately.

Let me know if you have any questions. Otherwise, we look forward to hearing from you later this week.

Best,

Suzanne



ENO-NOPS000012

Suzanne Hammelman

From: POLLARD, YOLANDA Y <YPOLLAR@entergy.com>
Sent: Tuesday, September 19, 2017 5:33 PM
To: Suzanne Hammelman
Subject: Re: Oct. hearing

Hi Suzanne,

I've reviewed this approach with Charles. We'd like to move forward with the plan. Other tactics will be placed and running in the background so you will have the benefit of general local awareness of Oct. 16 hearing.

We're both away from the office this week. Please let me know if you can get any of these items underway now in the interest of time.

Thanks,
Yolanda

On Sep 18, 2017, at 5:39 PM, Suzanne Hammelman <shammelman@hawthorngroup.com> wrote:

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Yolanda –

Thanks for calling and the answer is “YES” we can help turn people out for the **Monday, October 16 hearing**. We have a very good grassroots organizer on the ground in the New Orleans area who can work on this for us and we are confident we can turn out NOLA citizens (18 and older) who support the issue (and will tell people why if asked). These citizens would complement the company's efforts to recruit GrassTops or leadership types (business and community leaders). The people we would turn out would care about jobs/economic development, reliable and affordable power AND would be highly focused on preventing the kinds of issues the city just went through.

I would caution you that we **generally do not recommend this type of stand-alone effort** and certainly would not suggest doing it more than once. Questions will be asked – who are these people and WHY did they turn out? Who got them here? So for future efforts, you most certainly should have



an organization behind it, with a "face(s)," a website where people can go for information and to join, and an active social media conversation.

For the October hearing, if the company can promote the event (local newspapers ads, some social media promotion) just letting people know about the hearing and encouraging them to weigh in, that would be helpful and would answer for the short-term the question, "why did these people turn out?" We CAN get people there without that, but it would be better to have it.

Below is a pricing menu, including turning supporters out; getting a few of them to sign in to speak and have them deliver a message; adding some branded t-shirts **so it will be obvious how many supporters are there** (e.g., "Local Energy. Reliable Energy."); and perhaps adding a petition that could be given to the Council members. It is important to note that this **price is based on having three-and-a-half weeks** to complete the recruiting process.

- Hawthorn management fee: \$7,500
- Hawthorn expenses: minimal – I don't think there would be any expenses here except for the gross receipts tax we're required to charge which is 0.0035 x total invoice we send you
- Supporters for the hearing (50-100): \$8,500-\$14,000
- *Optional* - Supporters to sign in and speak (10): \$6,500
- *Optional* – T-shirts (50-100): \$1,000-\$1,500
- *Optional* – Petition signatures (1,000-1,500): \$19,000-\$26,000

Let me know if this is sufficient for your purposes. Call me anytime with questions or revisions.

Thanks! And we'll be thinking about your Dad.

Best,

Suzanne

703-626-4385

October 3, 2017, Text Message Communications

Rice (7:58 a.m.): "How is Hawthorne looking getting people to the hearing."

Pollard (8:00 a.m.): "They've committed to securing 50 people and 10 speakers."

Rice (8:01 a.m.): "Hell I would pay for more if they can get them."

Rice (8:26 a.m.): "If Hawthorne can get more people there I will pay."

Pollard (8:32 a.m.): "75? They've crunched numbers for contract and tshirt printing. Can check."

Rice (8:33 a.m.): "Don't care if it extras 25k. This is war and we need all the foot shoulders [soldiers] we can muster."

Pollard (12:50 p.m.): "Hawthorn now securing 75 attendees and 10 speakers all wearing tshirts with supporting NOPS messaging. Cost went from 23 to 29k."

Rice (1:31 p.m.): "Deal."



John Ashford

From: Suzanne Hammelman
Sent: Tuesday, October 3, 2017 1:27 PM
To: POLLARD, YOLANDA Y
Subject: FW: yesterday's New Orleans flooding - reference to

See note below. Is there a talking point?

From: Steven Cohen
Sent: Tuesday, October 3, 2017 1:04 PM
To: Suzanne Hammelman <shammelman@hawthorngroup.com>
Cc: Adam Swart <adam@crowdsondemand.com>
Subject: yesterday's New Orleans flooding - reference to

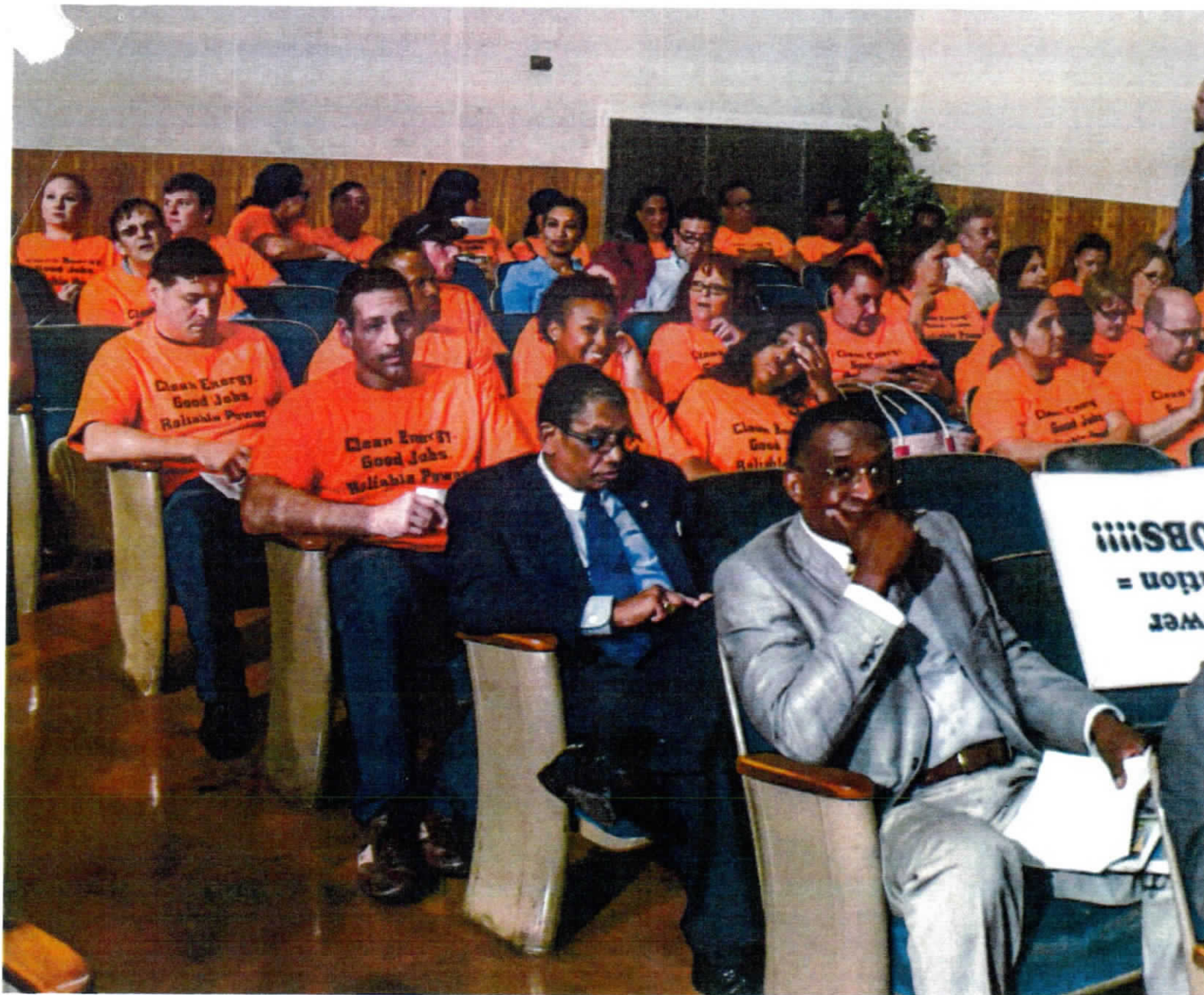
Malfunction in electricity conversion for pump (para 7)

http://www.theadvocate.com/new-orleans/news/article_1167feca-a7be-11e7-8194-63479a4a9555.html#utm_source=theadvocate.com&utm_campaign=%2Fnewsletter%2Fnew-orleans-daily-news%2F%3Fnew%26-dc%3D1507017604&utm_medium=email&utm_content=headline

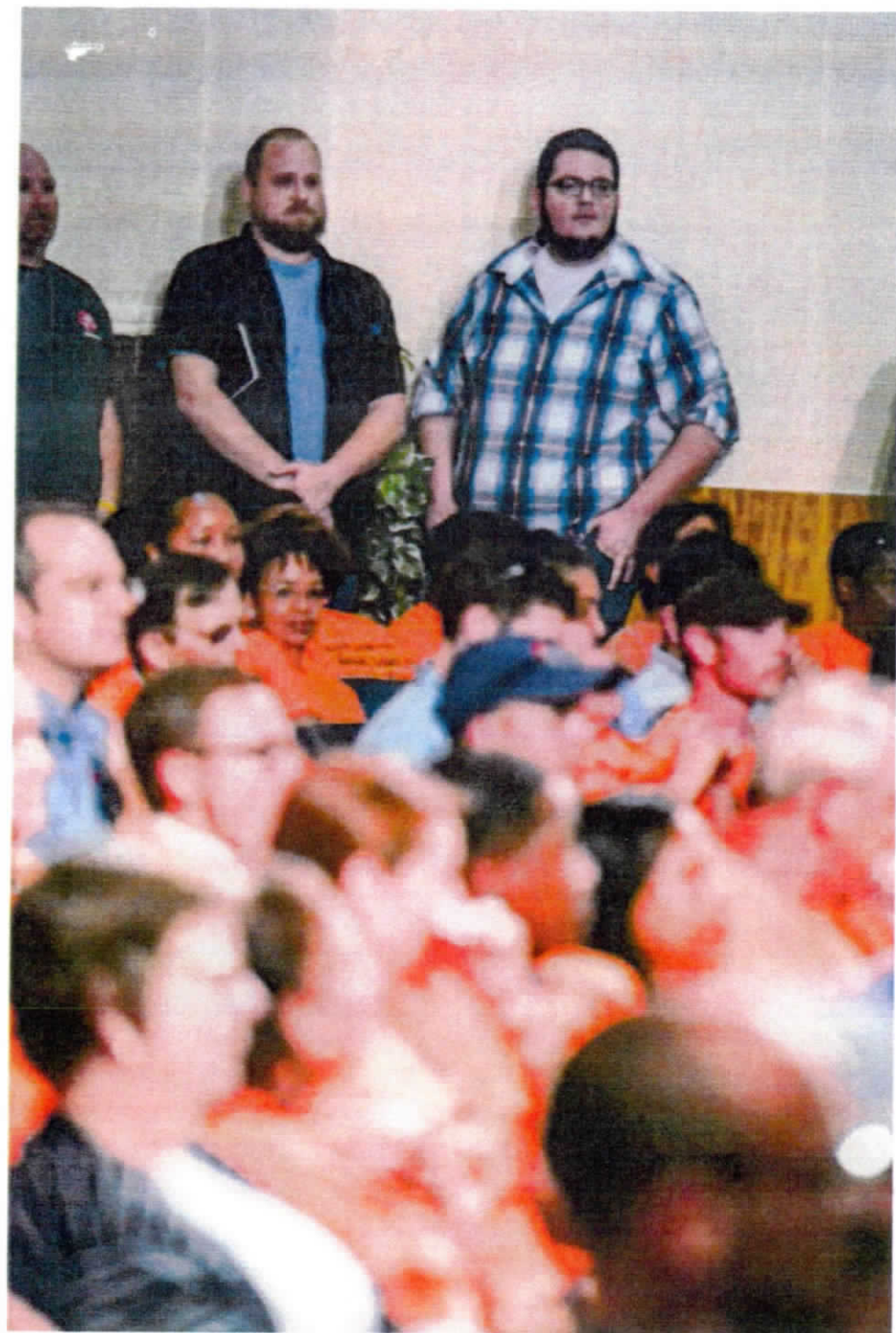
no mention that our project would specifically address this but perhaps in next conversation with client, good talking point for the 16th.

Steven Cohen
Senior Vice President
The Hawthorn Group, L.C.
Office: 703.299.4499
Cell: 703.615.4486
Email: scohen@hawthorngroup.com
www.hawthorngroup.com









October 16, 2017, Text Message Communications

Pollard (5:30 p.m.): "What do you think?" [Time code on video file shows public hearing began at 5:30 PM]

Rice (5:31 p.m.): "Looks fabulous."

Rice (5:42 p.m.): "Hawthorne cane [came] through let's figure out how we can further engage."



October 20, 2017, Text Message Communications

Rice (10:15 a.m.): "Let's discuss Hawthorne getting people there for December 13."

Pollard (10:16 a.m.): "Ok."



From: "Cavell, Charlotte" <ExchangeLabs/Exchange Administrative Group (FYDIBOHF23SPDLT)/Recipients/1853923e573140f895f749ef8495ba41-Cavell, Cha>
Sent: 10/20/2017 9:01:59 PM +0000
To: "Rice Jr, Charles" <crice@entergy.com>
CC: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>
Subject: RE: The Lens

I did some recon. He is a freelance writer who writes for many different outlets. His home base is here. He clearly tailored this piece for its intended audience.

From: Rice Jr, Charles
Sent: Friday, October 20, 2017 3:55 PM
To: Cavell, Charlotte
Cc: POLLARD, YOLANDA Y
Subject: Re: The Lens

I don't even remember saying that it was a hit piece and he is clearly on the other team

Charles L Rice Jr.

On Oct 20, 2017, at 1:19 PM, Cavell, Charlotte <ccavell@entergy.com> wrote:

Hey Charles – The Lens NOLA just published a story on Monday night's hearing. Will circulate it in clips, but here is the link in case you want to read it now: <http://thelensnola.org/2017/10/20/pumping-problems-hurricane-scares-play-into-debate-over-new-entergy-power-plant/>

I didn't see the freelancer there that evening. I'm not sure if you talked to him or if he just overheard you per this quote:
"I think we've got them outnumbered," chuckled Charles Rice Jr., president and CEO of Entergy New Orleans, before the hearing started.

It's toward the middle of the article that speaks about our supporters.

Thanks,

Charlotte



**Charlotte J. Cavell | Sr. Communications Specialist | Entergy New Orleans,
Inc.**

504-670-3688 (office) | 225-252-2986 (cell) | entergyneworleans.com

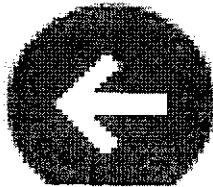
<image001.png>

Suzanne Hammelman

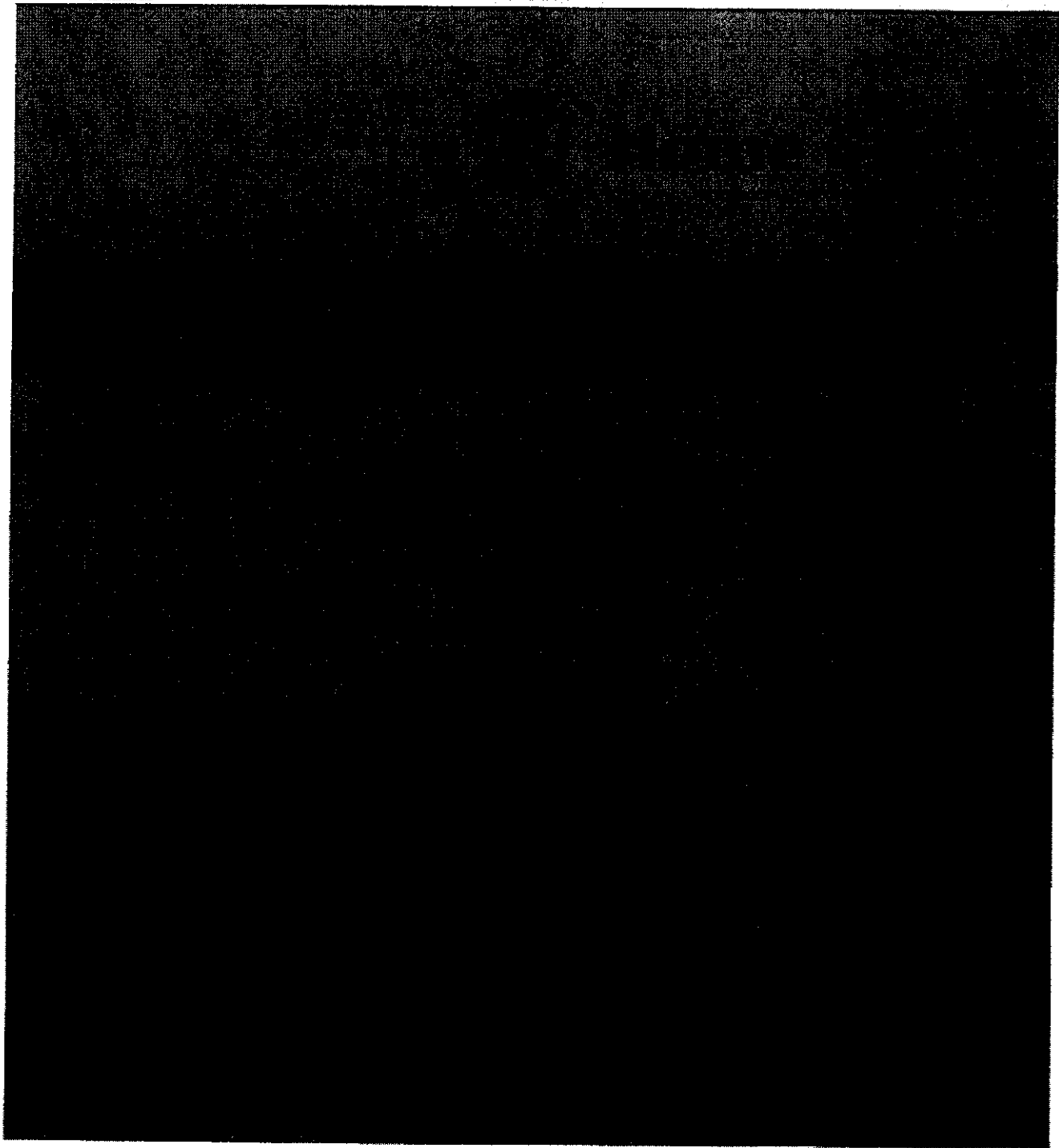
From: POLLARD, YOLANDA Y <YPOLLAR@entergy.com>
Sent: Monday, October 23, 2017 4:28 PM
To: Suzanne Hammelman
Subject: second tweet, see comments

Here's the second tweet by same individual we discussed, with comments.





<https://twitter.com/ONone>



From: "Cavell, Charlotte" <ccavell@entergy.com>
Sent: 10/23/2017 5:09:16 PM +0000
To: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>; "Green-Brown, Antoinette S" <agreen@entergy.com>
Subject: FW: [Sprinklr] Message assigned

FYI – see tweet below re: paid protesters?

From: Sprinklr [mailto:user1@alerts.sprinklr.com]
Sent: Monday, October 23, 2017 8:24 AM
To: Cavell, Charlotte
Subject: [Sprinklr] Message assigned



Nicole Bradshaw has assigned a message to you.



Oct 23



elsbet

Oct
23

So I got the verbal confirmation I needed. There were paid protesters for Entergy at City Council. \$60 paid 2 hrs later at Dave n' Busters
<https://t.co/VcPeluDD1p>



ENO-NOPS006573

Properties :

Queues :

Client Queues

Not Assigned

Partner Queues

Not Assigned

Comments



Nicole Bradshaw

Oct 23

FYI - ?

Hi Nicole,
I hope you're doing well. I just wanted to let you know that I've been thinking about you and the team at Sprinklr. I've been following your work and I'm really impressed by what you're doing. I think you're doing a great job of leading the team and I'm sure you'll continue to make great things happen. I'm looking forward to seeing you again soon.

[View Post](#)



Need help? Have feedback? Feel free to [contact us](#).

[Unsubscribe](#) from these emails.

This message was sent from [Sprinklr's Social@Scale Platform](#).

January 11, 2018, Text Message Communications

Rice (11:25 a.m.): "Think we can get hawthorn to get us 20 people."

Pollard (11:29 a.m.): "Will check!"

Rice (11:37 a.m.): "Make it 30."

Pollard (12:02 p.m.): "Got it."

Pollard (5:51 p.m.): "Talked to Hawthorn. They will send us cost estimates."



Suzanne Hammelman

From: POLLARD, YOLANDA Y <YPOLLAR@entergy.com>
Sent: Friday, January 19, 2018 11:19 AM
To: Suzanne Hammelman
Subject: RE: Feb. 21 hearing options

I think we can do better than last time. ☺

From: Suzanne Hammelman [mailto:shammelman@hawthorngroup.com]
Sent: Friday, January 19, 2018 10:15 AM
To: POLLARD, YOLANDA Y
Subject: RE: Feb. 21 hearing options

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

Excellent. Will send details shortly – but know terms will be “payable on receipt,” which I know is not likely to happen ☺

From: POLLARD, YOLANDA Y [mailto:YPOLLAR@entergy.com]
Sent: Friday, January 19, 2018 10:59 AM
To: Suzanne Hammelman <shammelman@hawthorngroup.com>
Cc: Steven Cohen <scohen@hawthorngroup.com>
Subject: RE: Feb. 21 hearing options

Hi Suzanne,

Hope you guys are staying warm. We've been out of pocket most of this week due to icy roads and also focused on some regional power issues. Back in the office today. Thanks for your patience.

I discussed with Charles. Let's go with **30 supporters and 10 speakers** for the Feb. 21 utility committee meeting. Note the location has changed due to council chamber renovations. It is currently set for 10 a.m. in the Pan American Building, 601 Poydras ST, 11th floor Auditorium, New Orleans, LA.

Please send me the outline for us to develop the contract on this end.

Thanks,
Yolanda



From: Suzanne Hammelman [<mailto:shammelman@hawthorngroup.com>]
Sent: Friday, January 12, 2018 2:19 PM
To: POLLARD, YOLANDA Y
Cc: Steven Cohen
Subject: Feb. 21 hearing options

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

Yolanda –

Hope your Dad is getting better. Thinking of you and your family.

Following are some options for you for Feb. 21:

Hawthorn fee:

- | | |
|---|---|
| • 15 supporters at hearings with hand-made signs: | \$5,000 plus recruiting expenses for
\$6,125 |
| • 30 supporters at hearing with hand-made signs: | \$7,725 |
| • 5 speakers | \$4,600 |
| • 10 speakers | \$6,700 |

Let me know as soon as you can if there is interest. More time generally = better quality.

Suzanne

Suzanne Hammelman

From: POLLARD, YOLANDA Y <YPOLLAR@entergy.com>
Sent: Wednesday, February 21, 2018 7:07 AM
To: Suzanne Hammelman
Cc: Steven Cohen
Subject: Fwd: Room opens at 8:30AM

Just for your awareness this morning. See media report of planned 9:30 am CST protest at the Pan Am building.

Begin forwarded message:

From: "MERCADDEL, DEMETRIC M" <DMERCAD@entergy.com>
Date: February 21, 2018 at 5:25:00 AM CST
To: "HUNTLEY, GARY E" <GHUNTLE@entergy.com>
Cc: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>, "Barton, Harry M" <hbarton@entergy.com>, "CRAGIN, TIMOTHY S" <tcragin@entergy.com>, "Guillot, Brian" <bguill1@entergy.com>, "Rice Jr, Charles" <crice@entergy.com>, "DUNN, ALEX S" <adunn@entergy.com>, "Green-Brown, Antoinette S" <agreen@entergy.com>
Subject: Re: Room opens at 8:30AM

Good Morning

WWL-TV reported this morning a protest in front of the Pan Am Bldg at 9:30am

Sent from my iPhone
Demetric M Mercadel
Entergy New Orleans, LLC
(504)913-6451

On Feb 20, 2018, at 6:04 PM, HUNTLEY, GARY E <GHUNTLE@entergy.com> wrote:

I received confirmation that the room will open at 8:30AM. Let's get as many of our folks there ahead of the bus from NO East.



From: "POLLARD, YOLANDA Y" <ExchangeLabs/Exchange Administrative Group (FYDIBOHF23SPDLT)/Recipients/48c98c8423624aafba82674b27f1a931-POLLARD, YO>
Sent: 3/23/2018 1:57:47 PM +0000
To: AccountsPayableInvoices <AccountsPayableInvoices@entergy.com>
Subject: PLEASE PROCESS: Hawthorn Group invoice
Attachments: Hawthorn Entergy Jan 2018 Invoice.pdf

Please process the attached invoice for The Hawthorn Group. Let me know if you need any additional information,

Vendor number: 165932

Contract number: 10529184

Thanks,

Yolanda Pollard

504-670-3656 office



ENO-NOPS000133

Sent: 4/12/2018 3:53:27 PM +0000
To: "FRANKLIN, DIDARA" <DFRANK3@entergy.com>
Subject: RE: CONFIRM STATUS: Bright Moments invoices

Thanks for checking. Can you try processing the Hawthorn Group's invoice manually as you'd mentioned?

From: FRANKLIN, DIDARA
Sent: Thursday, April 12, 2018 10:43 AM
To: POLLARD, YOLANDA Y
Subject: RE: CONFIRM STATUS: Bright Moments invoices

There is nothing showing in the system for The Hawthorn Group.

Didara



Please confirm payment status of these two invoices in the system.

FYI – I submitted these two Bright Moments (and the Hawthorn Group) invoices in late March, but I wanted to see at this point if these are moving forward in the system.

Vendor # -- 178596

Contract # -- 10493570

Thanks,

Yolanda

From: "POLLARD, YOLANDA Y" <EXCHANGE@LABS/EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/RECIPIENTS/48C98C8423624AAAFBA82674B27F1A931-POLLARD, YO>
Sent: 4/27/2018 6:09:23 PM +0000
To: "Guidroz, Tanner A" <tguidro@entergy.com>
CC: "FRANKLIN, DIDARA" <DFRANK3@entergy.com>
Subject: Re: Re: Hawthorn Entergy Contract

Please resend the version with the two edits you've incorporated for their signature. Thank you.

> On Apr 27, 2018, at 1:05 PM, Guidroz, Tanner A <tguidro@entergy.com> wrote:

> Hi Yolanda,

> I updated and sent back (with your edit), then realized they sent over the signed version.

> Should I just sign and let's move on, or ask them to re-sign edited version.

> Kindest Regards,

> Tanner A. Guidroz, M.B.A.,
 > Procurement Specialist II
 > (504) 576-3845

> For shared services support:

> > v Visit the ESSENTIALS<https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fhcd.energyprod.service-now.com%2Fessentials%2F&data=02%7C01%7C%7C910db8587b1e454d144208d5ac6597330%7Ce0c134696a2d4ac3835b8ec9cd03c9a7%7C0%7C0%7C636604491339760107&sdata=808YtUpmSmantzWP3OSSh8HTTUkTcwjVTW2WVrvJn0DI%3D&reserved=0> self-service portal to perform keyword searches and submit cases for HR, Supply Chain, AP, Payroll, and IT.

> > v For live agent support, contact the Employee Support Center (ESC) at: 844-ETR-WORK (387-9675) or 8-777-1444.

> > >

> From: POLLARD, YOLANDA Y
 > Sent: Friday, April 27, 2018 1:04 PM
 > To: Guidroz, Tanner A
 > Cc: FRANKLIN, DIDARA
 > Subject: Re: Hawthorn Entergy Contract

> Thanks, Tanner. I also sent you one additional edit. Please delete the line "Talk point and testimony will be vetted." This was also general vendor discussion not intended for the final contract.

> > On Apr 27, 2018, at 1:01 PM, Guidroz, Tanner A <tguidro@entergy.com> wrote:

> > Oh, now I see what you mean.

> > No problem.

> > Please see attached - should I send to Hawthorn?

> Kindest Regards,

> Tanner A. Guidroz, M.B.A.,
 > Procurement Specialist II
 > (504) 576-3845

> >



> For shared services support:

> v Visit the ESSentails<https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fidentergyprod.service-now.com%2Fess%2F&data=02%7C01%7C%7C02b570b64481463eae3108d5ac6b2c6%7C6dc134696a2d4ac3835b8ec9ed03c9a7%7C0%7C0%7C6366044881772449898&data=G754REWAc4ADQ%2FqYzJla64Vf4BatGWAokezJl%2BDV9U%3D&reserved=0> self-service portal to perform keyword searches and submit cases for HR, Supply Chain, AP, Payroll, and IT.

> v For live agent support, contact the Employee Support Center (ESC) at: 844-ETR-WORK (387-9675) or 8-777-1444.

>

> From: FRANKLIN, DIDARA

> Sent: Friday, April 27, 2018 11:36 AM

> To: Guidroz, Tanner A

> Cc: POLLARD, YOLANDA Y

> Subject: RE: Hawthorn_Entergy Contract

> Sorry about that!!

>

> From: Guidroz, Tanner A

> Sent: Friday, April 27, 2018 11:34 AM

> To: FRANKLIN, DIDARA

> Cc: POLLARD, YOLANDA Y

> Subject: RE: Hawthorn_Entergy Contract

> Hey Didara, the attachment didn't make the trip.

> Kindest Regards,

> Tanner A. Guidroz, M.B.A.,

> Procurement Specialist II

> (504) 576-3845

> For shared services support:

> v Visit the ESSentails<https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fidentergyprod.service-now.com%2Fess%2F&data=02%7C01%7C%7C4771be2a65e4fa1478d808d5ac5a6e7%7C6dc134696a2d4ac3835b8ec9ed03c9a7%7C0%7C0%7C636604436280327275&data=JZ5g5uX071pLV2YI1AV55CNj5X0z5%2BLrQNgFAAUay%3DB&reserved=0> self-service portal to perform keyword searches and submit cases for HR, Supply Chain, AP, Payroll, and IT.

> v For live agent support, contact the Employee Support Center (ESC) at: 844-ETR-WORK (387-9675) or 8-777-1444.

>

>

> From: FRANKLIN, DIDARA

> Sent: Friday, April 27, 2018 11:22 AM

> To: Guidroz, Tanner A

> Cc: POLLARD, YOLANDA Y

> Subject: RE: Hawthorn_Entergy Contract

> Tanner,

> In the attached contract I have highlighted a statement that needs to be deleted. That was a question meant for Yolanda only and was not intended to be a part of the contract.

> Thanks.

> Didara

> From: Guidroz, Tanner A

> Sent: Friday, April 27, 2018 11:04 AM

> To: shammelman@hawthorngroup.com<mailto:shammelman@hawthorngroup.com>

> Cc: FRANKLIN, DIDARA

> Subject: RE: Hawthorn_Entergy Contract

> Hello again, Suzanne,

> Attached is a contract change order for your review and signature.

> Kindest Regards,

> Tanner A. Guidroz, M.B.A.

> Procurement Specialist II

> (504) 576-3845

> For shared services support:

> > v Visit the ESSentials<https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fidentergyprod.service-now.com%2Fess%2Fdata=02%7C01%7C%7C363a2b64224595634408d5ac587d9c%7Ce0c134696a2d4ac3835b8ec9ed03c9a7%7C0%7C0%7C0%7C6366044189116972988&data=N5Zcn58bbFH6CDgfu5K626C7Wd2WSpGYyIO4pz5q%3D&reserved=0> self-service portal to perform keyword searches and submit cases for HR, Supply Chain, AP, Payroll, and IT.

> > v For live agent support, contact the Employee Support Center (ESC) at: 844-ETR-WORK (387-9675) or 8-777-1444.

> > >

> From: Guidroz, Tanner A

> Sent: Thursday, October 26, 2017 3:15 PM

> To: 'shammelman@hawthorngroup.com<mailto:shammelman@hawthorngroup.com>'

> Cc: POLLARD, YOLANDA Y; FRANKLIN, DIDARA

> Subject: Hawthorn_Entergy Contract

> Hi Suzanne,

> Please receive the attached contract for your review and signature.

> Once signed, please return and I will provide a fully executed version for your file.

> Kindest Regards,

> Tanner A. Guidroz, M.B.A.

> Procurement Specialist II

> (504) 576-3845

> For shared services support:

> > v Visit the ESSentials<https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fidentergyprod.service-now.com%2Fess%2Fdata=02%7C01%7C%7C363a2b64224595634408d5ac587d9c%7Ce0c134696a2d4ac3835b8ec9ed03c9a7%7C0%7C0%7C0%7C6366044189116972988&data=N5Zcn58bbFH6CDgfu5K626C7Wd2WSpGYyIO4pz5q%3D&reserved=0> self-service portal to perform keyword searches and submit cases for HR, Supply Chain, AP, Payroll, and IT.

> > v For live agent support, contact the Employee Support Center (ESC) at: 844-ETR-WORK (387-9675) or 8-777-1444.

^
^
> <10529184-001_Original.pdf>
> <contract change order 4 27 2018.pdf>

CONTRACT CHANGE ORDER
Pursuant to
CONTRACT NO. 10529184

CONTRACT CHANGE ORDER NO.: 10529184-001

This Contract Change Order is effective 4/27/2018, and is issued to modify the Contract referenced above, and, to the extent applicable, the Contract Change Orders that have been executed to date, between Entergy New Orleans, LLC, ("User") and THE HAWTHORN GROUP LC, ("Contractor").

I. The Contract is modified as follows:

- A. Modify the Scope of Work, Description and Schedule of Work, to provide all material, labor, and equipment to provide the following:
- New Orleans City Council Utility Committee meeting to be held **at 601 Poydras St.**
 - 30 supporters**
 - An **additional 10 people who will sign up to provide testimony.**
 - The individuals will carry hand-made signs.
 - Have people there ahead of the hearing, and the speakers will be there at least two hours in advance to ensure they get into the room (please let us know if that is not enough time).
 - Supporters and speakers will be recruited for their support of the building the New Orleans Power Station and their ability to effectively communicate that support.
 - Talking points and testimony will be vetted. The signs are useful to help identify supporters for the Council members.
- B. Modify the compensation, for the additional work as described in item 1A above. For such additional work, Contractor shall be compensated the sum of **(\$22,478.40)**. The revised sum of the Contract referenced above that includes this Contract Change Order is **(\$57,478.40)**
- C. This Contract Change Order shall also modify the End Date of the Contract referenced above to be extended to 4/30/18.

1.2 In addition to the terms and conditions contained herein, the following shall apply only to the performance of the services set forth in the Contract Order referenced above:

- 1) **Contractor and Subcontractors shall abide by the requirements of 41 CFR 60-1.4(a), 60-300.5(a) and 60-741.5(a). These regulations prohibit discrimination against qualified individuals based on their status as protected veterans or individuals with disabilities, and prohibit discrimination against all individuals based on their race, color, religion, sex, sexual orientation, gender identity, or national origin. Moreover, these regulations require that covered prime contractors and subcontractors take affirmative action to employ and advance in employment individuals without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, protected veteran status or disability. To the extent applicable, the employee notice requirement set forth in 29 C.F.R. Part 471, Appendix A to Subpart A, are hereby incorporated by reference into this contract.**
- 2) Contractor warrants and represents that it will not use any retiree of Company, Affiliates, or Users to perform any portion of the Work, as an employee, Subcontractor (including as a 1099 worker) or in any other capacity, if the



individual has not been retired from Company, Affiliates, or Users for at least six consecutive months prior to performing services for Contractor.

2. Contractor shall direct any project or technical questions to Charles L Rice at 504-670-3620, and any commercial questions concerning this Change Order to Tanner A Guidroz at 504-576-3845.

3. The completion date, all major intermediate milestones, the project schedule, the contract price and all other items, covenants and conditions of the above referenced Contract, except as duly modified by this and previous Contract Change Orders, (if any), remain in full force and effect.

Executed by the parties hereto effective as of the day and year first above mentioned.

APPROVED BY:

ACCEPTED BY:

USER

CONTRACTOR

By: _____

By: _____

Name: Tanner A. Guidroz

Name: _____

Title: Procurement Specialist

Title: _____

Date: _____

Date: _____

CONTRACT CHANGE ORDER
Pursuant to
CONTRACT NO. 10529184

CONTRACT CHANGE ORDER NO.: 10529184-001

This Contract Change Order is effective 4/27/2018, and is issued to modify the Contract referenced above, and, to the extent applicable, the Contract Change Orders that have been executed to date, between Entergy New Orleans, LLC, ("User") and THE HAWTHORN GROUP LC, ("Contractor").

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 - An **additional 10 people who will sign up to provide testimony.**
 - The individuals will carry hand-made signs.
 - Have people there ahead of the hearing, and the speakers will be there at least two hours in advance to ensure they get into the room.
 - Supporters and speakers will be recruited for their support of the building the New Orleans Power Station and their ability to effectively communicate that support.
 - The signs are useful to help identify supporters for the Council members.
- B. Modify the compensation, for the additional work as described in item 1A above. For such additional work, Contractor shall be compensated the sum of **(\$22,478.40)**. The revised sum of the Contract referenced above that includes this Contract Change Order is **(\$57,478.40)**
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- 2) Contractor warrants and represents that it will not use any retiree of Company, Affiliates, or Users to perform any portion of the Work, as an employee, Subcontractor (including as a 1099 worker) or in any other capacity, if the



individual has not been retired from Company, Affiliates, or Users for at least six consecutive months prior to performing services for Contractor.

2. Contractor shall direct any project or technical questions to Charles L Rice at 504-670-3620, and any commercial questions concerning this Change Order to Tanner A Guidroz at 504-576-3845.

3. The completion date, all major intermediate milestones, the project schedule, the contract price and all other items, covenants and conditions of the above referenced Contract, except as duly modified by this and previous Contract Change Orders, (if any), remain in full force and effect.

Executed by the parties hereto effective as of the day and year first above mentioned.

APPROVED BY:

ACCEPTED BY:

USER

CONTRACTOR

By: _____

By: _____

Name: Tanner A. Guidroz

Name: _____

Title: Procurement Specialist

Title: _____

Date: _____

Date: _____

We will turn out **75 supporters for the hearing** and an **additional 10 people who will sign up to provide two-to-three minute testimony**. We will have all people there ahead of the hearing, and the speakers will be there at least two hours in advance to ensure they get in the room. Supporters and speakers will prepare their own hand made signs and we will provide them with **branded t-shirts** so that the Council members and media will be able to visualize the volume of support. You have previously reviewed the t-shirt design/message.

Following are the charges for the services outlined above, including our management fee and gross receipts tax on the total that we're required by Virginia state law to include.

Hawthorn management fee	\$7,500
75 supporters (with hand-made signs) plus 10 speakers for testimony; branded t-shirts for all	\$12,750
10 supporters to provide testimony	\$6,500
Branded t-shirts for supporters and speakers	\$5,130
Gross receipts tax; estimated shipping charges	\$262
TOTAL:	\$32,142



Contract

ABB TIMN300 - CONTRACT PROFILE

Click OLL icon to view Contract scope.

Contract Profile Terms Materials

Contract: 10529184 Contract Status: ISSUED 10/31/2017

Vendor: 165632 THE HAWTHORN GROUP LC Change Vendor Suffix for Multiple Contracts

Blanket: ☐ Contract Value: \$57,478.40 USD

Requisition: 02647796 Original Value: \$35,000.00 USD

Type: BLANKET Field Estimate: \$35,000.00

Title: THE HAWTHORN GROUP - NEW ORLEANS POWER STATION SUPPORT

Print: ☐ Automatic Approval of Release: ☐ NTX: ☒

Facility: ☐ Signature: ☒ Pricing Method: FXD

Facility Group: COR Internal Value: ☐

Company: N Invoice Review Percent: 96

Execution Date: 10/31/2017 Analyst: TGU/DRO Work Complete Percent: ☐

IAS Project: Commodity: SE CLT MGS Detail Cost Element: 386

Reference: Taxable: ☒ NAA Safety Code: 0

Work Location: WL ENT Cross Reference: Priority: 03

Security Event: TL CONTRACT Non Bid: Execute:

Previous Release(B) ☐ Next Release(N) ☐

requisition

ABB TIMN100 - CONTRACT REQUISITION

Specify Requisition details. Use options to route for approval.

Contract Requisition Terms Vendors Bids

Requisition: 02647796 Status: ISSUED 10/24/2017

Type: BLANKET Field Estimate: \$35,000.00

Title: THE HAWTHORN GROUP - NEW ORLEANS POWER STATION SUPPORT

Facility: Requested By: DFRANK3 10/10/2017

Facility Group: COR Pricing Method: FXD

Company: Contract: 10529184

Start Date: 10/16/2017 Automatic Approval of Release: ☐

End Date: 11/17/2017 Signature: ☒ Execute:

Additional Requisition Details

IAS Project: Resource: 386 Safety Code: 0

Reference: Commodity: SE CLT MGS Priority: 03

Work Location: WL ENT Taxable: ☒ 576 Non Bid: ☒

Action Request: ☐

Scope Details

Scope Updated: DFRANK3 10/10/2017

Scope of Work:

Approval

ABB TIMX600 - ATTACHED ROUTE LIST

☒ Enter PASSPORTs/Alert Groups to be included on route. More Detail for notes.

Facility: Parallel or Sequential:

Route Type:

Route Owner Key:

Key Descriptions:

Route List Notes:

Submission: Route Status:

Route Sent By:

Alert Route List:

AAA Message:

Create New Route List

Routing Details

Row ID	Facility	Alert Group	All Members	Alert Type	AAA Start Date	Time	Action	Action Date	Time	Personnel Last Name	Personnel
1	TOLEDO		<input type="checkbox"/>	A	10/11/2017	10:15	BYPASSED	10/18/2017	12:30	GRADPOZ	TANNER
2	CRICE		<input type="checkbox"/>	A	10/18/2017	12:10	APPROVED	10/18/2017	15:28	RICE	CHARLES

Change request

ABB TIMN330 - CHANGE REQUEST DIRECTORY

☒ Select to view Contract Change Request. Execute to create.

Contract: Contract Status:

Amendment: Amendment Status:

Fac/Grp/Company: Contract Value:

Facility Group: Company:

Execute

Change Request Details

Change Request	Status	Value	Scope	Start Date	End Date	Title
00048195	ISSUED	\$22,478.40		04/30/2018		NEW ORLEANS CITY COUNCIL

Change request screen

ABB TIMN331 - CONTRACT CHANGE REQUEST

☒ Identify requested change. Use options to route.

Change Request	00149195	Request Status	ISSUED	04/27/2018
Contract	10529184	Contract Status	ISSUED	10/31/2017
Requester	DRANK3	Facility		Approved On
Change Request Type	CONT AMC	Facility Group	COR	Amendment
Project		Company	N	Safety Code
Reference		Priority		NonBid
Change Request Title	NEW ORLEANS CITY COUNCIL UTILITY COMMITTEE MEETING SUPPORT			

Execute

Previous Next

Change Request Details

Contract Value	Prior	Change	New Value	Unit
	\$35,000.00	\$22,478.40	\$57,478.40	USD

Pricing Method	Prior	Change
	PXD	

Start Date and End Date	Prior	Change
	10/16/2017 - 11/17/2017	04/30/2018

Vendor	Prior	Change
	165932	01

Replace Resources ☐ Recommend Accounting ☐

Resources Accounting

Scope Details

Scope Updated

DRANK3 02/01/2018

Scope of Work

Related Information

Forecast ☐ Notes ☐ Communication Log ☐ Documents ☐

ABB TIMN340 - CONTRACT AMENDMENT

☒ Click OLE icon to access word processing. Execute to create a new Amendment.

Contract	10529184	Facility		Contract Status	ISSUED	10/31/2017
Amendment	001	Facility Group	COR	Amendment Status	ISSUED	04/27/2018
Amended By	TGUIDRO	Company	N	Execution Date	04/27/2018	
Project		Print Status	<input type="checkbox"/>	NonBid		
Title	NEW ORLEANS CITY COUNCIL UTILITY COMMITTEE MEETING SUPPORT					

Execute

Previous Next

Amendment Details

Contract Value	Prior	Amendment	New Value	Unit
	\$35,000.00	\$22,478.40	\$57,478.40	USD

Pricing Method	Prior	Amendment
	PXD	

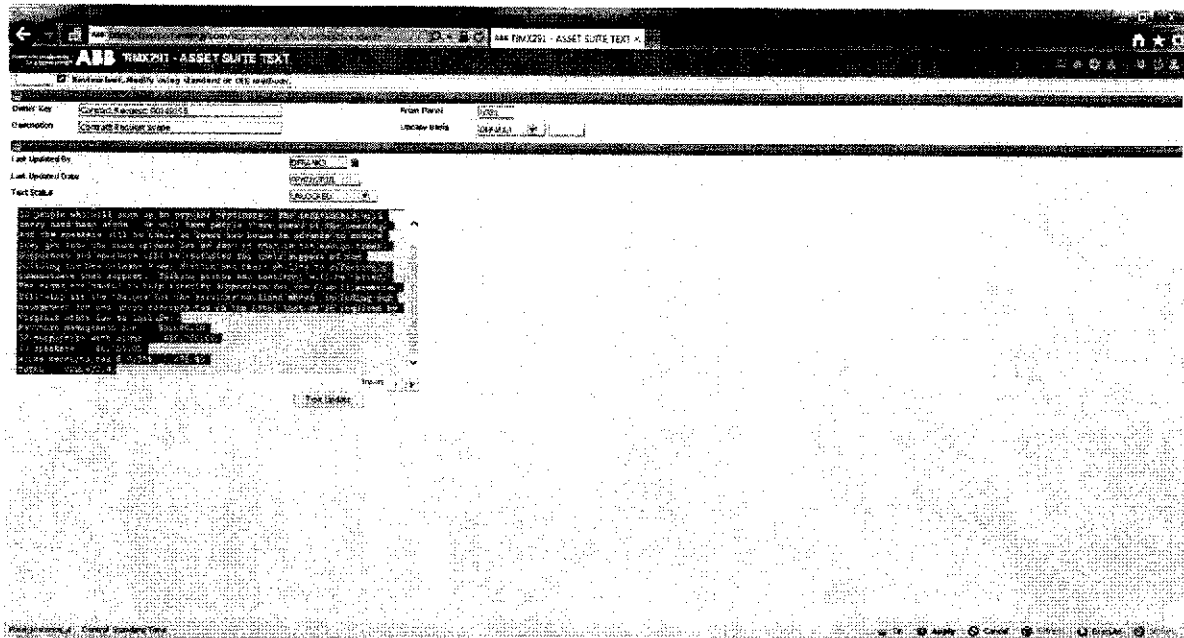
Start Date and End Date	Prior	Amendment
	10/16/2017 - 11/17/2017	04/30/2018

Vendor	Prior	Amendment
	165932	01

NTX ☒

Scope Details

Typed in Scope



For an upcoming New Orleans City Council Utility Committee meeting to be held at 601 Poydras St, we will turn out 30 supporters and an additional 10 people who will sign up to provide testimony. The individuals will carry hand-made signs. We will have people there ahead of the hearing, and the speakers will be there at least two hours in advance to ensure they get into the room (please let us know if that is not enough time). Supporters and speakers will be recruited for their support of the building the New Orleans Power Station and their ability to effectively communicate that support. Talking points and testimony will be vetted. The signs are useful to help identify supporters for the Council members. Following are the charges for the services outlined above, including our management fee and gross receipts tax on the total that we're required by Virginia state law to include:

Hawthorn management fee \$5,000.00

30 supporters with signs \$10,700.00

10 speakers \$6,700.00

Gross receipts tax @ 0.35% \$78.40

TOTAL \$22,478.40

ABB TIMX608 - ATTACHED ROUTE LIST

Route Type: Route Character: Key Description:

Substation: Route Number:

Route Start At: Route End At:

AAA Message:

Line	Item	Quantity	Unit	Alert Type	Alert Date	Alert Time	Alert Location	Alert Status	Alert Description	Alert Action
1	TELEPHONE	1	EA	A	02/01/2018	12:00	100000000	OK	TELEPHONE	OK
2	POLLAR	1	EA	A	02/01/2018	12:00	100000000	OK	POLLAR	OK
3	SCHE	1	EA	A	02/01/2018	12:00	100000000	OK	SCHE	OK

From: YPOLLAR@entergy.com
Sent: 4/30/2018 5:28:57 PM +0000
To: "CRAGIN, TIMOTHY S" <tcragin@entergy.com>; "Guillot, Brian" <bguill1@entergy.com>
Subject: Fwd: Fwd: MEDIA REQUEST: The Lens
Tim, Brian — I'm in your building and will follow up with you to discuss next steps and a couple of bases covered with Chanel. Yolanda

Begin forwarded message:

From: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>
Date: April 30, 2018 at 12:26:37 PM CDT
To: "HUNTLEY, GARY E" <GHUNTLE@entergy.com>
Cc: "Rice Jr, Charles" <crice@entergy.com>, "CRAGIN, TIMOTHY S" <tcragin@entergy.com>, "Guillot, Brian" <bguill1@entergy.com>, "FREESE, KAREN H" <KFREESE@entergy.com>, "Cavell, Charlotte" <ccavell@entergy.com>
Subject: Re: MEDIA REQUEST: The Lens

Thanks for the input. The reporter confirmed he plans to publish the story Tuesday.

On Apr 30, 2018, at 9:54 AM, HUNTLEY, GARY E <GHUNTLE@entergy.com> wrote:

I agree.

From: Rice Jr, Charles
Sent: Monday, April 30, 2018 9:41 AM
To: POLLARD, YOLANDA Y; CRAGIN, TIMOTHY S; HUNTLEY, GARY E; Guillot, Brian; FREESE, KAREN H
Cc: Cavell, Charlotte
Subject: RE: MEDIA REQUEST: The Lens

I don't think we should respond unless he provides more details and then I still don't know if we should

From: POLLARD, YOLANDA Y
Sent: Friday, April 27, 2018 5:29 PM
To: Rice Jr, Charles; CRAGIN, TIMOTHY S; HUNTLEY, GARY E; Guillot, Brian; FREESE, KAREN H
Cc: Cavell, Charlotte
Subject: MEDIA REQUEST: The Lens

All,

Please see email below from The Lens reporter Michael Isaac Stein requesting comment for his story about people allegedly being paid to attend Utility Committee meetings. He has not replied with his deadline at this point, but I wanted to make you aware and send the most recent version of our statement below on the matter as of April 19. Please also note the reporter does not provide much

ENO-NOPS005763



context around exactly what our comment is intended to address.

Thanks,
Yolanda

CURRENT STATEMENT:

The Council and Council Utility meetings process for the proposed New Orleans Power Station has been open, transparent, and fair to all parties and stakeholders. As we have stated previously, Entergy New Orleans did not pay anyone to attend these meetings. We support the Council's decision in approving the New Orleans Power Station and believe that the plant will bring multiple benefits to our customers and the city.

From: Michael Isaac Stein <mstein6@gmail.com>

Sent: Friday, April 27, 2018 4:09:07 PM

To: Cavell, Charlotte

Subject: Media Request

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

Hi Charlotte,

I'm writing a story for The Lens about people allegedly being paid to show up to Utility Committee meetings to show support for Entergy's proposed power plant. Would you like to issue a statement?

Best,
Michael Isaac Stein
914-450-6011

From: "LAGARDE, CHANEL" <EXCHANGELABS/EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/RECIPIENTS/DE454378D58143FEBB069503D9BB60D D-LAGARDE, CH>
Sent: 5/5/2018 12:17:52 AM +0000
To: "Rice Jr, Charles" <crice@entergy.com>
Subject: RE: RE: Statement to Lens and WWL-TV
I like it.

----- Original message -----

From: "Rice Jr, Charles" <crice@entergy.com>
Date: 5/4/18 7:14 PM (GMT-06:00)
To: "LAGARDE, CHANEL" <CLAGAR1@entergy.com>
Subject: Fwd: Statement to Lens and WWL-TV

Charles L. Rice Jr

Begin forwarded message:

From: Malcolm Ehrhardt <malcolm@theehrhardtgroup.com>
Date: May 4, 2018 at 6:58:30 PM CDT
To: "Rice Jr, Charles" <crice@entergy.com>
Cc: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>
Subject: Statement to Lens and WWL-TV

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

Entergy New Orleans
Statement in Response to Lens post of Friday, May 4, 2018

The following is a statement from Charles Rice, President and CEO of Entergy New Orleans LLC:

"Let's be clear. The New Orleans Power Station was approved by the City Council of New Orleans after one of the most extended periods of public meetings and debates in the recent history of our city. Prior to the final Council vote, more than 22 community meetings were held for citizens and ratepayers. All facets of the project were discussed thoroughly in these meetings where citizen concerns were addressed directly.

In preparation for the public meetings and City Council vote, Entergy New Orleans called upon scores of organizations who had indicated their support for the Power Station and lauded our



ENO-NOPS005923

company for its investment in programs that benefit our citizens. More than 00 business and civic organizations and media outlets supported the Power Station.

Entergy New Orleans had no knowledge of individuals or organizers of an effort to seed an audience. Instead, we worked tirelessly to encourage our supporters to take time from their busy workday schedules to testify on behalf of this project. That more than 00 did so in multiple settings is a testament to a tremendous level of support."

Charles Rice, President and CEO
Entergy New Orleans LLC

Malcolm P. Ehrhardt, Founder
The Ehrhardt Group, Inc.
365 Canal Street, Suite 1750
New Orleans, LA 70130

504-558-1765 (desk)
504-495-9850 (cell)



T H E E H R H A R D T G R O U P

From: crice@entergy.com
Sent: 5/5/2018 12:25:24 AM +0000
To: "WEST, RODERICK K" <RWEST5@entergy.com>; "BROWN, MARCUS V (Legal)" <MBROWN7@entergy.com>; "LAGARDE, CHANEL" <CLAGAR1@entergy.com>; "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>; "CRAGIN, TIMOTHY S" <tcragin@entergy.com>
CC: "Cavell, Charlotte" <ccavell@entergy.com>
Subject: Fwd: Fwd: Statement to Lens and WWL-TV

Please see statement drafted by the Malcolm Earhardt of the Earhardt Group. Please provide any comments as we would like to get this out in time for 10pm news. I would like to dispense with the numbers, as it will be difficult to place accurate numbers together tonight in time for the 10pm news

Charles L. Rice Jr

Begin forwarded message:

From: Malcolm Ehrhardt <malcolm@theehrhardtgroup.com>
Date: May 4, 2018 at 6:58:30 PM CDT
To: "Rice Jr, Charles" <crice@entergy.com>
Cc: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>
Subject: Statement to Lens and WWL-TV

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

Entergy New Orleans
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The following is a statement from Charles Rice, President and CEO of Entergy New Orleans LLC:

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In preparation for the public meetings and City Council vote, Entergy New Orleans called upon scores of organizations who had indicated their support for the Power Station and lauded our company for its investment in programs that benefit our citizens. More than 00 business and civic organizations and media outlets supported the Power Station.



ENO-NOPS005737

Entergy New Orleans had no knowledge of individuals or organizers of an effort to seed an audience. Instead, we worked tirelessly to encourage our supporters to take time from their busy workday schedules to testify on behalf of this project. That more than 00 did so in multiple settings is a testament to a tremendous level of support."

Charles Rice, President and CEO
Entergy New Orleans LLC

Malcolm P. Ehrhardt, Founder
The Ehrhardt Group, Inc.
365 Canal Street, Suite 1750
New Orleans, LA 70130

504-558-1765 (desk)
504-495-9850 (cell)



THE EHRHARDT GROUP

From: "Rice Jr, Charles" <EXCHANGELABS/EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/RECIPIENTS/7AF1A2D70C7946AFBAA31F442042600C-RICE JR, CH>
Sent: 5/5/2018 1:11:21 AM +0000
To: "WEST, RODERICK K" <RWEST5@entergy.com>; "BROWN, MARCUS V (Legal)" <MBROWN7@entergy.com>; "CRAGIN, TIMOTHY S" <tcragin@entergy.com>; "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>; "HUNTLEY, GARY E" <GHUNTLE@entergy.com>; "LAGARDE, CHANEL" <CLAGAR1@entergy.com>; "Cavell, Charlotte" <ccavell@entergy.com>
BCC: Malcolm Ehrhardt <malcolm@theehrhardtgroup.com>
Subject: C. Rice Statement re Lens FINAL 5-4-18.docx
Attachments: C. Rice Statement re Lens FINAL 5-4-18.docx; ATT00001.txt
See final version of statement Charlotte is going to distribute. Thanks everyone and great work



ENO-NOPS005807

Entergy New Orleans
Statement in Response to Lens post of Friday, May 4, 2018

REVISED
Entergy New Orleans
Statement in Response to Lens post of Friday, May 4, 2018

The following is a statement from Charles Rice, President and CEO of Entergy New Orleans LLC:

“Let’s be clear. The New Orleans Power Station was approved by the City Council of New Orleans after one of the most extended periods of public meetings and debate in the recent history of our city. Prior to the final Council vote, more than 22 meetings were held for citizens and ratepayers. All facets of the project were discussed thoroughly in these meetings where citizen concerns were addressed directly.

In preparation for the public meetings and City Council vote, Entergy New Orleans called upon numerous organizations who indicated their support for the Power Station and lauded our company for its investment in our community and a reliable electric grid to benefit our citizens. Supporters included employees, retirees, family members, friends, customers, and representatives of local churches, workers’ unions, businesses and non-profit organizations.

As we have stated previously, Entergy New Orleans did not pay anyone to attend the Council meetings or direct anyone to attend public meetings. Instead, we worked tirelessly to encourage our supporters to take time from their busy workday schedules to testify on behalf of this project. That scores of them did so in multiple settings is a testament to a tremendous level of support.”

Charles Rice, President and CEO
Entergy New Orleans LLC

From: "Rice Jr, Charles" <crice@entergy.com>
Sent: 2/1/2017 10:38:07 PM +0000
To: "Cavell, Charlotte" <ccavell@entergy.com>
Subject: Re: Hawthorn list
Need it asap I want the note out by Friday

Charles L Rice Jr.

> On Feb 1, 2017, at 4:19 PM, Cavell, Charlotte <ccavell@entergy.com> wrote:
>
> Not yet... I will ping them again and keep you posted
>
> -----Original Message-----
> From: Rice Jr, Charles
> Sent: Wednesday, February 01, 2017 3:45 PM
> To: Cavell, Charlotte
> Subject: Hawthorn list
>
> Did we get a cost
>
> Charles L. Rice Jr
>



CONTRACT CHANGE ORDER
Pursuant to
CONTRACT NO. 10493570

CONTRACT CHANGE ORDER NO.: 10493570-001

This Contract Change Order is effective 10/3/2017, and is issued to modify the Contract referenced above, and, to the extent applicable, the Contract Change Orders that have been executed to date, between Entergy New Orleans, Inc., ("User") and BRIGHT MOMENTS LLC, ("Contractor").

1. The Contract is modified as follows:

- A. Modify the Scope of Work, Description and Schedule of Work, to provide all material, labor, and equipment to complete the scope detailed in Exhibit A
- B. Modify the compensation, for the additional work as described in item 1A above. For such additional work, Contractor shall be compensated the sum of **(\$254,675)**. The revised sum of the Contract referenced above that includes this Contract Change Order is **(\$454,675)**
- C. This Contract Change Order shall also modify the End Date of the Contract referenced above to be extended to 1/31/2018.

1.2 In addition to the terms and conditions contained herein, the following shall apply only to the performance of the services set forth in the Contract Order referenced above:

- 1) **Contractor and Subcontractors shall abide by the requirements of 41 CFR 60-1.4(a), 60-300.5(a) and 60-741.5(a). These regulations prohibit discrimination against qualified individuals based on their status as protected veterans or individuals with disabilities, and prohibit discrimination against all individuals based on their race, color, religion, sex, sexual orientation, gender identity, or national origin. Moreover, these regulations require that covered prime contractors and subcontractors take affirmative action to employ and advance in employment individuals without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, protected veteran status or disability. To the extent applicable, the employee notice requirement set forth in 29 C.F.R. Part 471, Appendix A to Subpart A, are hereby incorporated by reference into this contract.**
- 2) Contractor warrants and represents that it will not use any retiree of Company, Affiliates, or Users to perform any portion of the Work, as an employee, Subcontractor (including as a 1099 worker) or in any other capacity, if the individual has not been retired from Company, Affiliates, or Users for at least six consecutive months prior to performing services for Contractor.

2. Contractor shall direct any project or technical questions to Charles L Rice at 504-670-3620, and any commercial questions concerning this Change Order to Tanner A Guidroz at 504-576-3845.



3. The completion date, all major intermediate milestones, the project schedule, the contract price and all other items, covenants and conditions of the above referenced Contract, except as duly modified by this and previous Contract Change Orders, (if any), remain in full force and effect.

Executed by the parties hereto effective as of the day and year first above mentioned.

APPROVED BY:

USER

By: _____

Name: _____

Title: _____

Date: _____

ACCEPTED BY:

CONTRACTOR

By: William Russell *Brightman, LLC The Submittal Group*

Name: William Russell

Title: President & CEO

Date: 10/3/17

Exhibit A

Contractor will monitor and attend external activities, such as community events and forums, hosted by third-party organizations and opposition groups and provide reports on the topics related to or impacting the proposed New Orleans Power Station. The firm also attends Council Utility Committee meetings covering NOPS or issues related to the proposal in order to provide guidance and adjust messaging.

The proposed New Orleans Power Station is a potential campaign issue during the local 2017 mayoral and councilmember election activities. Due to the conversation around NOPS in this campaign environment, additional monitoring and messaging is required to address emerging issues.

Due to the fluent nature of the regulatory procedural schedule, Bright Moments adjusts the support for number and scope of community meetings based on changing requirements. This includes organization of community meetings, media outreach, strategic planning and material development.

The Consultants will utilize approved messaging and methods of communications and community outreach to build, sustain and deliver credible messages to intended audiences. The consultants will work with the Client's local corporate leaders, counselors and other members of the team to create and execute effective communication and community outreach strategies to fulfill these agreed upon objectives:

1. Create positive awareness of the Entergy New Orleans proposal based on increased energy reliability, affordability to customers and realization of economic benefits including increased revenues and jobs.
2. Position the project as a vital piece of the new infrastructure that has been added to New Orleans since Katrina so that the city can withstand another serious storm or hurricane without major interruption to daily life.
3. Explain the benefits of the new, smaller plant and its environmental safeguards.
4. Remind the public, from leadership to citizenry, of the important role of Entergy New Orleans in the economic and civic life of the entire region.

DELIVERABLES

1. Formal communication and community outreach planning detailing specific strategies and tactics to achieve objectives.
2. Strategic issue plans detailing with goals and objectives of the program, positioning proposed project as an essential reliability transition need, explain the downsizing and its benefits, establish credible positions for commentary and third-party validation.
3. All materials relating to the development and execution of the website/digital and social media program.
4. Messaging materials, working papers and final plans for communication and community outreach to achieve objectives. Materials include but are not limited to news media databases, news releases, prepared statements, preparation materials such as FAQs, talking points, fact sheets and backgrounders.
5. Planning and logistical support for community forums, meetings and presentations; community organizational databases and materials related to outreach such as notices of meetings and schedules.
6. All plans and designs related to the development and execution of the program not otherwise identified in this scope of services.

STRATEGIES AND TACTICS

Media Relations - Create a program that achieves stated objectives through an effective news media relations program, highlighted by specific tactics targeted to audiences served by the Client. It will include but not be limited to those outlined in Consultants' proposal focusing on third-party validators, targeted messaging, feature article pitching, news media interviews, community forums, meetings and presentations, rapid response to issues raised at meetings and/or interviews and tracking of the issue through media coverage.

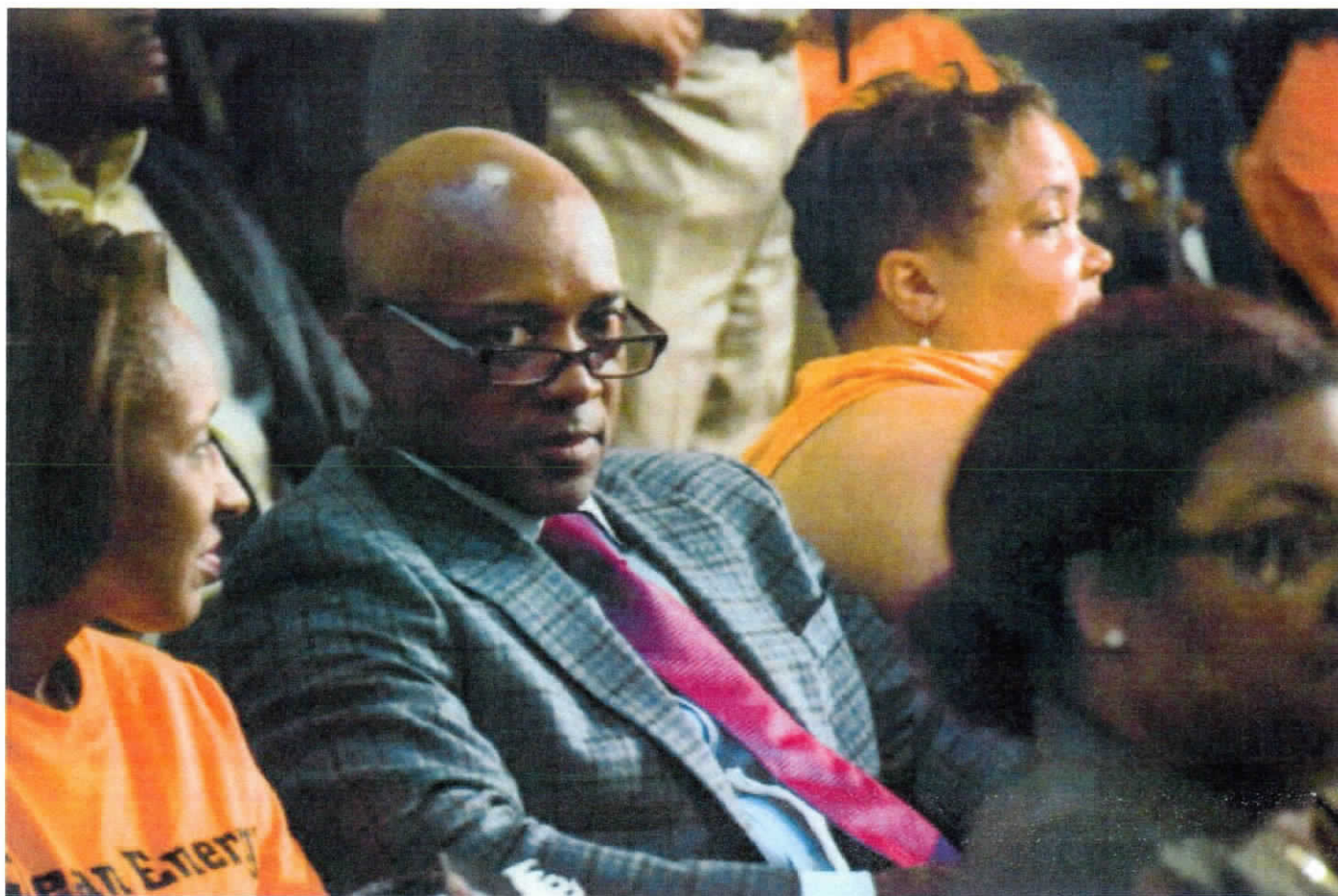
Community Outreach - Create a program of comprehensive engagement of the entire New Orleans community with specific emphasis on New Orleans East and development of effective message to counter the misinformation disseminated by opponents of progress. It will include third party and expert validation, stakeholder meetings, and forums hosted by the Client.

Social Media - Develop and/or revise branded information that allows the public to become educated about the proposed project and answers questions from consumers. The program will include but not be limited to website additions, increase the use of infographics that demonstrate how the project will help the city during critical times and be cost effective. Social media techniques will include online methods for sharing content and support for the project, as well as Facebook, Twitter, You Tube outlets, content creation and tracking.

OTHER SERVICES CONSULTANT WILL PROVIDE:

1. Provide continuous account services and consultation to ensure prompt completion of projects;
2. Maintain internal procedures that ensure budget control, prompt billing and quality control;
3. Provide regular reports on meetings and decisions as they affect the communications program as well as regular financial and project status reports.

SCOPE OF SERVICE	# HOURS/ WEEK	# WEEKS	# CONTRACT HOURS	HOURLY RATE	PROJECTED BUDGET	
ISSUE MANAGEMENT	8	35	280			\$37,800.00
<i>Staff Breakdown Details</i>						
William Rouselle			140	\$135.00	\$18,900.00	
Malcolm Ehrhardt			140	\$135.00	\$18,900.00	
COMMITTEE MEETINGS & PUBLIC HEARINGS	2	10 MTGS	80			\$10,800.00
<i>Staff Breakdown Details</i>						
William Rouselle			20	\$135.00	\$2,700.00	
Malcolm Ehrhardt			20	\$135.00	\$2,700.00	
BM Staff Member (Caryn or Geriease)			20	\$135.00	\$2,700.00	
TEG Staff Member (Erin or Rona)			20	\$135.00	\$2,700.00	
SOCIAL MEDIA	10	35	350			\$47,250.00
<i>Staff Breakdown Details</i>						
TEG Staff Member (Erin or Rona)			175	\$135.00	\$23,625.00	
BM Staff Member (Caryn)			175	\$135.00	\$23,625.00	
WEBSITE CONTENT	5	35	175			\$23,625.00
<i>Staff Breakdown Details</i>						
TEG Staff Member (Erin/Rona)			87.5	\$135.00	\$11,812.50	
BM Staff Member (Caryn/Geriease)			87.5	\$135.00	\$11,812.50	
MEDIA RELATIONS	10	35	350			\$47,385.00
<i>Staff Breakdown Details</i>						
Malcolm Ehrhardt			117	\$135.00	\$15,795.00	
Erin Doucette			117	\$135.00	\$15,795.00	
Rona Hoang			117	\$135.00	\$15,795.00	
COMMUNITY RELATIONS: LARGE MEETINGS; PLANNING AND ATTENDANCE	8 40.5 (planning & attendance)	8 MTGS	324			\$43,740.00
<i>Staff Breakdown Details</i>						
Bill Rouselle (Planning)			80	\$135.00	\$10,800.00	
Bill Rouselle (Attendance)			24	\$135.00	\$3,240.00	
Malcolm Ehrhardt (Planning)			20	\$135.00	\$2,700.00	
BM Staff Member (Caryn or Geriease) (Planning)			78	\$135.00	\$10,530.00	
BM Staff Member (Caryn or Geriease) (Attendance)			24	\$135.00	\$3,240.00	
BM Support Staff Member (planning)			50	\$135.00	\$6,750.00	
BM Support Staff Member (Attendance)			24	\$135.00	\$3,240.00	
TEG Staff Member (Erin or Rona) (Attendance)			24	\$135.00	\$3,240.00	
COMMUNITY RELATIONS: 10 SMALL STAKEHOLDER MEETINGS; PLANNINGS AND ATTENDANCE	16.5 (planning & attendance)	10 MTGS	165			\$22,275.00
<i>Staff Breakdown Details</i>						
Bill Rouselle (Planning)			40	\$135.00	\$5,400.00	
Bill Rouselle (Attendance)			25	\$135.00	\$3,375.00	
Malcolm Ehrhardt (Planning)			20	\$135.00	\$2,700.00	
BM Staff Member (Caryn or Geriease) (Planning)			40	\$135.00	\$5,400.00	
BM Staff Member (Caryn or Geriease) (Attendance)			15	\$135.00	\$2,025.00	
BM Support Staff Member (planning)			10	\$135.00	\$1,350.00	
TEG Staff Member (Erin or Rona) (Attendance)			15	\$135.00	\$2,025.00	
PROGRAM ADMINISTRATION TOTAL:						\$232,875.00
EXTERNAL VENDOR HARD COSTS:						\$21,800.00
Community Meeting Signage Printing (Yard Signs)	8 MTGS			\$350.00	\$2,800.00	
Yard Sign Distribution	8 MTGS			\$100.00	\$800.00	
Flyer Translation to Spanish & Vietnamese	8 MTGS			\$800.00	\$6,400.00	
Creative Design	5 MONTHS			\$1000 / mo	\$5,000.00	
Photography	8 MTGS			\$200.00	\$1,600.00	
Videography	8 MTGS			\$200.00	\$1,600.00	
AV Support (as needed)	8 MTGS			\$450.00	\$3,600.00	
EXTERNAL VENDOR HARD COST TOTAL:						\$21,800.00



From: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>
Sent: 1/29/2018 5:25:46 PM +0000
To: "Rice Jr, Charles" <crice@entergy.com>; "HUNTLEY, GARY E" <GHUNTLE@entergy.com>; "Cureington, Seth" <scurein@entergy.com>; "Guillot, Brian" <bguill1@entergy.com>; "Green-Brown, Antoinette S" <agreen@entergy.com>; "CRAGIN, TIMOTHY S" <tcragin@entergy.com>; "Barton, Harry M" <hbarton@entergy.com>
Subject: REVIEW TODAY: NOPS Feb. 21 meeting remarks and letters to the editor
Attachments: Draft Remarks for Gary LaGrange FINAL 1-26-18.docx; Draft Remarks for Anne Milling FINAL 1-26-18.docx; Letter to the Editor #4.docx; Letter to the Editor #1.docx; Letter to the Editor #2 .docx; Letter to the Editor #3.docx

All,

The Ehrhardt Group/Bright Moments teams have drafted the attached for review and comment. Please let me know your thoughts by COB today.

- Draft remarks for Gary LaGrange and Anne Milling (*for Feb. 21 Utility Committee meeting*).
- Four (4) Letters to the Editor for consideration to follow up on Charles' Op-Ed that ran in The Advocate last week. TEG/Bright Moments are working to secure names or contacts that could sign and submit these letters early this week.

Thanks,

Yolanda



ENO-NOPS006435

Letter to the Editor
Jan. 25, 2018

RE: Recent Weather Underscores Need for New Orleans Power Plant

Dear Editor:

I think Mr. Charles Rice has laid out a good case for building the New Orleans Power Station. This issue has been debated for nearly two years and while the opponents have made a general case for the future with alternative sources of energy such as solar and wind, the immediate needs of this community require this natural gas-fired plant. Natural gas is abundant, cheap and safe.

We cannot afford to expose the city to the possibility of not being able to furnish power to residences and businesses when they need it the most – especially during hurricanes, floods and cold weather. We have been tested by all three in the past year, plus a tornado in the East. It seems to me that we have all the evidence we need for the construction of this plant.

The City Council should resolve this matter at the earliest possible time.

Yours truly,

RESIDENT

I am here today to support the construction of the New Orleans Power Station, which Entergy New Orleans proposed to replace its old plants in the East that were decommissioned two years ago.

I am supporting the New Orleans Power Station because I believe the city needs the ability to generate its own power for the city. We cannot rely on the continued purchase of power from the consortium of utilities where we might be cut off or have power curtailed because of demands throughout this region.

Obviously, I am addressing the potential blackout last month because of the freezes throughout the Midwest and South. On top of a boil water advisory, I can't imagine the dreadful situation it would have caused for residents in New Orleans to be without power.

One thing is certain. If we had lost power, we would have been raising the roof demanding that we have a local generation facility.

Not only do we have local power generation available in this proposal, we actually have a choice to make. You can decide on the larger 226-megawatt or smaller 128-megawatt facility. Entergy New Orleans says either option works for them. They are both modern, efficient and use the latest technology to deliver very cost effective and safe power generation to customers through the use of natural gas.

As you may know, I have been committed to New Orleans for all of my adult life. In the period after Hurricane Katrina, I was privileged to be among the leaders of Women of the Storm and other groups to ensure that the nation was educated about our recovery challenges. We traveled to Washington, Baton Rouge and wherever we had to educate people about our situation.

The New Orleans Power Station is a case of us doing what we need to so we can ensure reliable, safe power when we need it the most.

To those who say we should be focusing more on alternative sources of energy instead of relying on natural gas, I say that this facility will allow Entergy New Orleans to have more flexibility for alternatives in the future. However, the need we have today is larger than the current capabilities of alternative sources. Natural gas is a plentiful, low-cost and a safe solution.

Entergy New Orleans has been thorough and transparent in how it proposed and offered the plan for discussion and debate. The company has participated in more than 20 public meetings to invite dialogue.

Infrastructure is one of our most pressing needs. We have an opportunity before us to address a large part of it with your support of this proposed power station and I hope you will consider it favorably.

Thank you.

Letter to the Editor re: Charles Rice column on New Orleans Power Station
Jan. 25, 2018

Dear Editor:

I agree with Charles Rice that we should support the construction of the New Orleans Power Station. This should be an easy decision for the City Council, considering how close we came to having reduced power, or no power at all, during the cold spells this month. On top of the boil water advisories, can you imagine what a power blackout would have been like for our residents?

The public discussion about the need for the power station has been extensive. Now it's time to move on with a decision to build it and put power availability concerns to rest.

Sincerely,

Letter to the Editor
Jan. 25, 2018

RE: Recent Weather Underscores Need for New Orleans Power Plant

Dear Editor:

I recently read an opinion article by Entergy New Orleans CEO Charles Rice regarding the need for a local power plant and could not agree more. Having to conserve my electricity in the coldest weather New Orleans has seen this winter is an experience me and my family will never forget and never want to live through again. Not to mention, winter is not over and hot weather and hurricane season are right around the corner, which brings about a new set of problems for far too many of us.

New Orleans needs a local power generating system and Entergy has proposed the best solution to help resolve this ongoing issue with the New Orleans Power Station. It is my understanding the City Council will be voting on the power plant in the coming weeks. They have my support to build it as soon as they can.

Yours truly,

RESIDENT

Thank you for the opportunity to address you today to support the construction of the Entergy New Orleans Power Station at the Michoud plant site in the East. As the former President and CEO of the Port of New Orleans, I will focus my remarks on the importance of local power generation to the region's largest industries.

At the outset, I want to point out the obvious.

New Orleans needs its own source of power generation.

Since the two Entergy New Orleans plants were decommissioned in 2016, the city has been reliant on the purchase of power from the Midcontinent Independent System Operator (MISO). This means that Entergy purchases available power from the grid along with, and in competition with, other utilities in the Southern region. That is an acceptable system until we are faced with emergency situations such as tornados, hurricanes, floods and extreme hot or cold weather conditions.

In January, the demand on the system because of the freezing temperatures over an extended period threatened a big section of the nation with a blackout. New Orleanians were advised to lower their thermostats to 68 degrees for more than two days until the potential crisis passed. Fortunately, things worked out but residents and businesses, including many of those I represented in my former leadership role, could have suffered great human and economic costs.

A blackout for even two days would cause irreparable damage to our largest industries. Think about hotels, restaurants, public transit, medical centers and our great port being closed down because we just didn't have access to the electric power to keep our operations going. It

would take us years, perhaps a decade, to recover from this kind of situation.

To prevent this threat from becoming a reality, the best solution is one of the alternatives that Entergy New Orleans has proposed. The 226-megawatt unit or the smaller 128-megawatt facility are modern, efficient generating facilities for the proposed site. Both options are clean, safe and reliable solutions that have been validated by third-party experts.

Having this facility up and running will give our industrial base the confidence of knowing that adequate power will be available when they need it the most. Our local industries understand that this facility will enhance the grid stability for the city and region. It will also support economic development and the addition of more renewable sources of energy in the future.

Entergy New Orleans has conducted the proper due diligence in the research, development and execution of its plan. The company has conducted or participated in more than 20 public meetings to present its case and to receive feedback. In fact, they changed the scope of their proposal during the process to ensure that it was providing the most efficient solution to the public in the safest most cost effective manner.

Entergy New Orleans is committed to deliver the best level of service to this community, and I am confident that we will all look back on this time when you are making a critically important decision for our future by your support of this proposal.

Thank you.

Letter to the Editor re: Charles Rice column on New Orleans Power Station
Jan. 25, 2018

Dear Editor:

After reading the article by Charles Rice and doing some of my own research, I believe our city needs the New Orleans Power Station. I own a small business in New Orleans and cannot afford losing power especially when I have customers in the store. Every minute with the lights on helps me provide a living for my family. The construction of this facility will give me comfort in knowing that we have a power source within our city limits that will be able to provide us with energy during peak weather times like the recent cold spells or when the heat is unbearable in the summer.

I hope the City Council will make the right choice and approve the New Orleans Power Station. We need to get it built for our security.

Sincerely,

BUSINESS OWNER



THE COUNCIL
City of New Orleans

May 15, 2018

Charles Rice, Jr.
President & CEO of Entergy New Orleans
1600 Perdido Street
New Orleans, LA 70161

Re: Paid Actors' Participation in NOPS Public Hearing

Dear Charles,

This Council takes very seriously the admission that an Entergy contractor paid actors to participate in the Council's public comment process during the consideration of your NOPS application. As you know, public comment is designed as a forum for genuine discourse of concerned citizens of this City. While we do appreciate Entergy's efforts in launching an internal investigation and creating a report, the Council is obligated to perform its own independent investigation to ensure the protection of the public interest.

The Council expects nothing short of the full cooperation of ENO, Entergy and all other Entergy affiliates as we perform our independent investigation.

By this letter the New Orleans City Council, in its capacity as regulator, directs ENO to maintain and preserve all evidence related to the allegations that ENO, Entergy or some other entity paid or participated in paying actors to attend and/or speak at one or more public meetings in connection with your NOPS application.

Specifically, ENO is directed to preserve all physical manifestations, written or recorded, in whatever medium, of communications including, but not limited to, letters, emails, texts, voicemails, memos, notes, etc. in any way related to public relations and community support in the NOPS public proceedings.


ENO is also directed to preserve all contracts, agreements, communications, memos, etc. with, to or from any third-party regarding public relations and community support in the NOPS public proceedings, including, but not limited to, paying or giving anything of value to anyone in exchange for support, or for appearing and/or speaking at one or more public meetings.



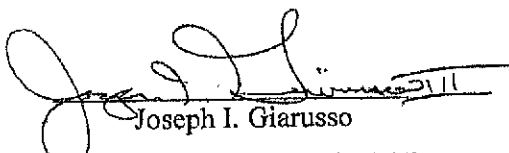
Finally, ENO is also directed to preserve all physical manifestations, written or recorded, in whatever medium, of its internal investigation, including work papers, interviews, correspondence, notes, memos, etc. as well as the resulting report and any drafts of the report.

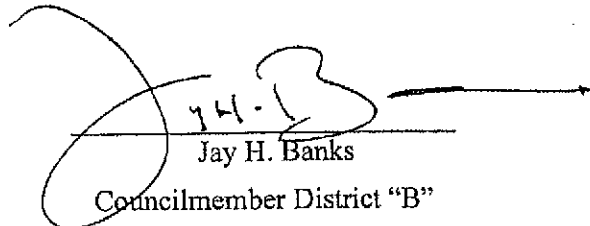
Your attention to and cooperation is very much appreciated.

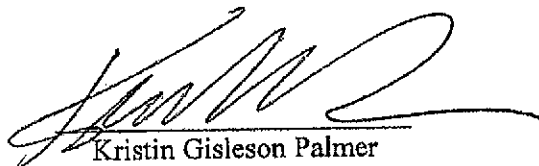
Sincerely,

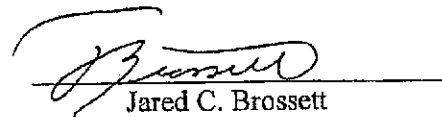

Jason Rogers Williams
City Council President

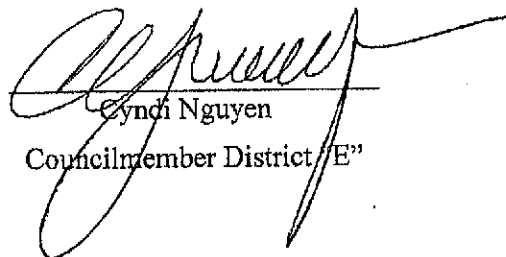

Helena Moreno
City Council Vice-President


Joseph I. Giarusso
Councilmember District "A"

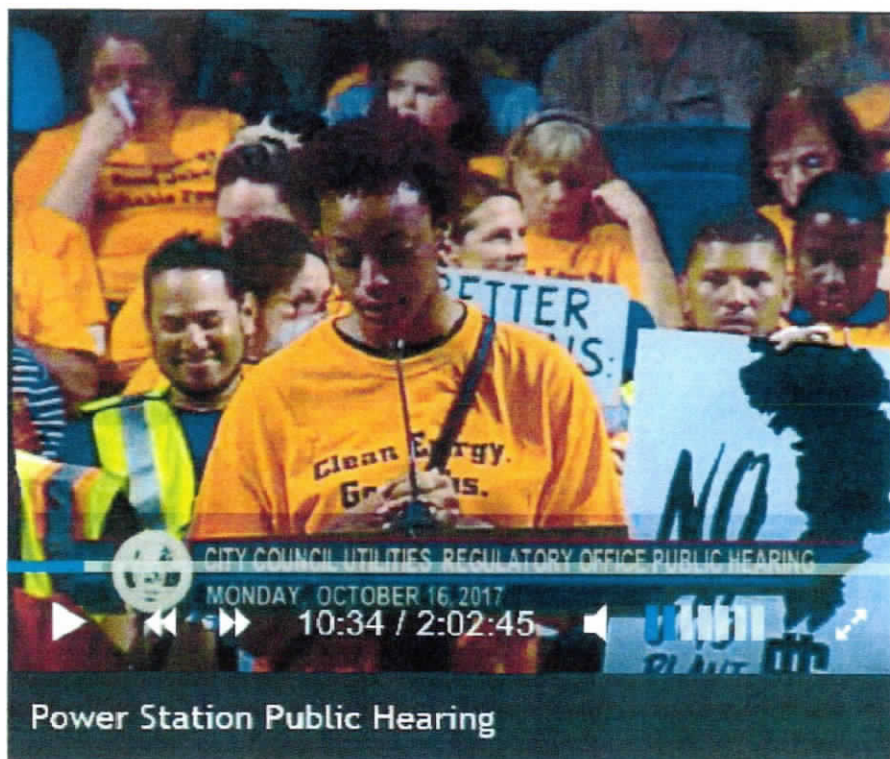

Jay H. Banks
Councilmember District "B"

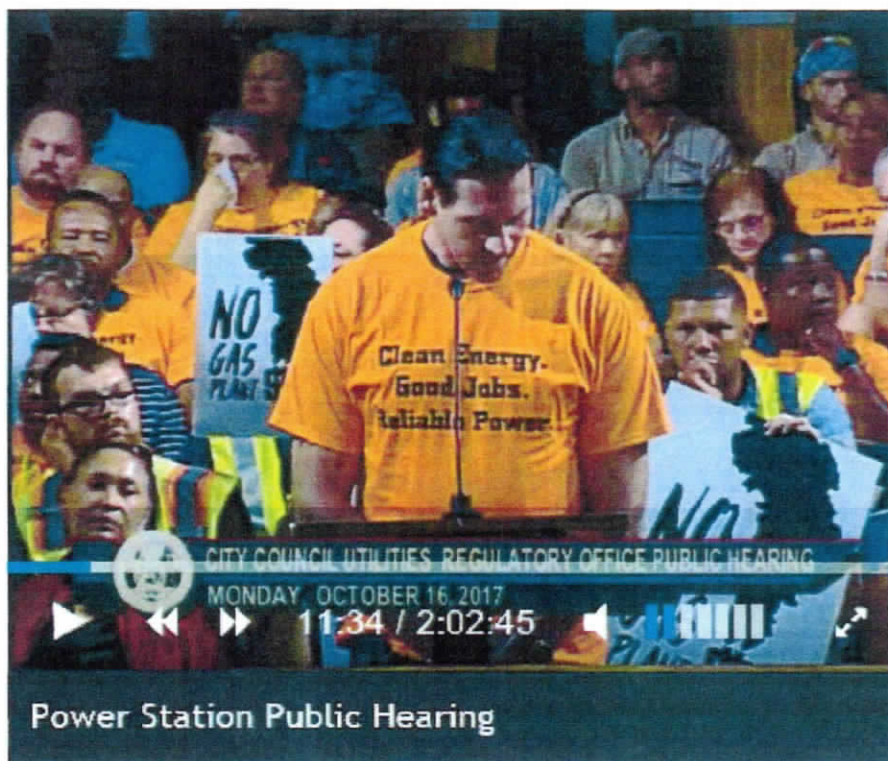

Kristin Gisleson Palmer
Councilmember District "C"


Jared C. Brossett
Councilmember District "D"


Cyndi Nguyen
Councilmember District "E"

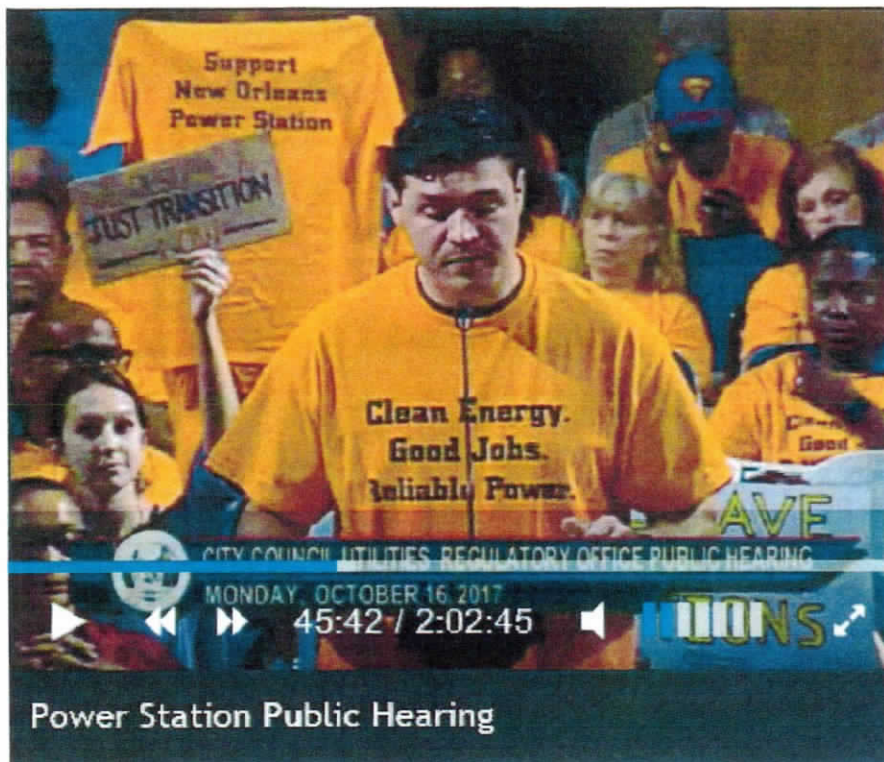
CC: Tim Cragin
Gary Huntley
Clint Vince, Esq.
Walter Wilkerson, Esq.
Joseph Rogers, P.E
Tim Cragin
Harry Barton
Erin Spears
Tom Stratton

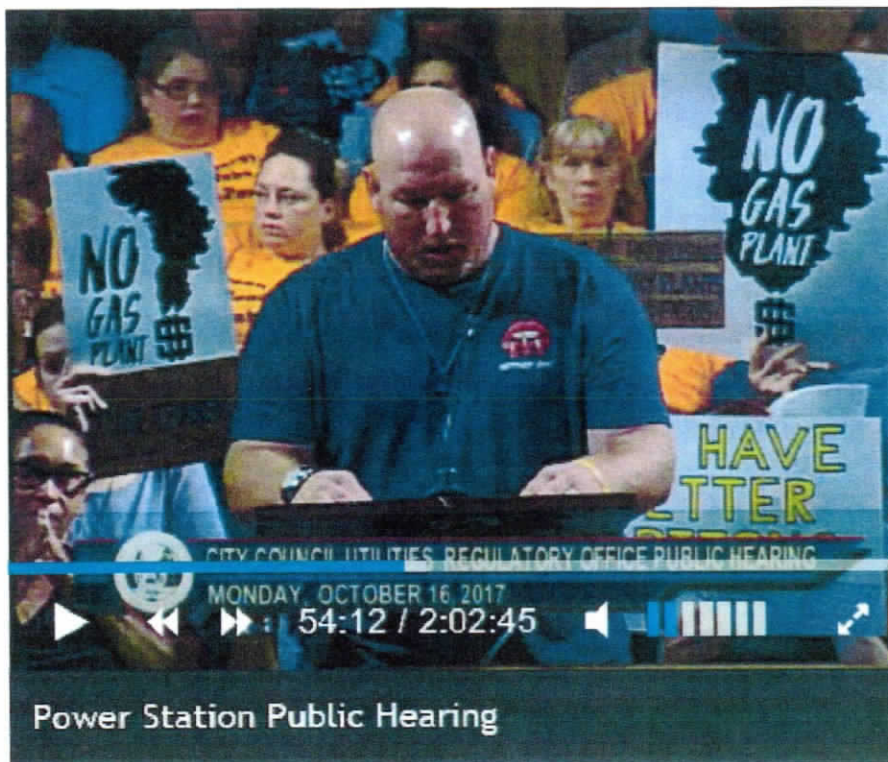


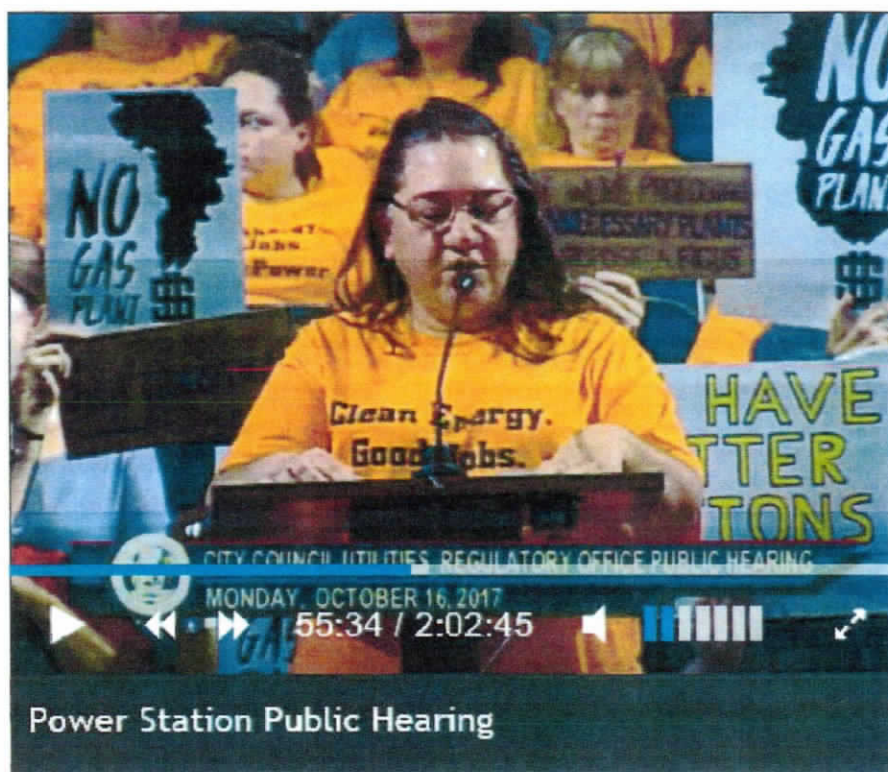




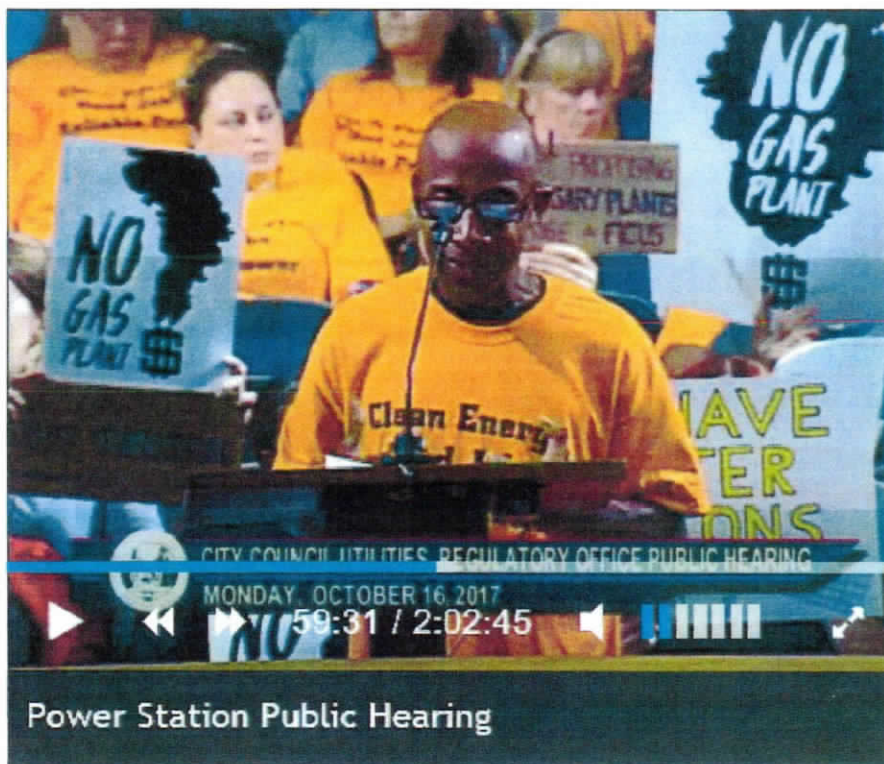




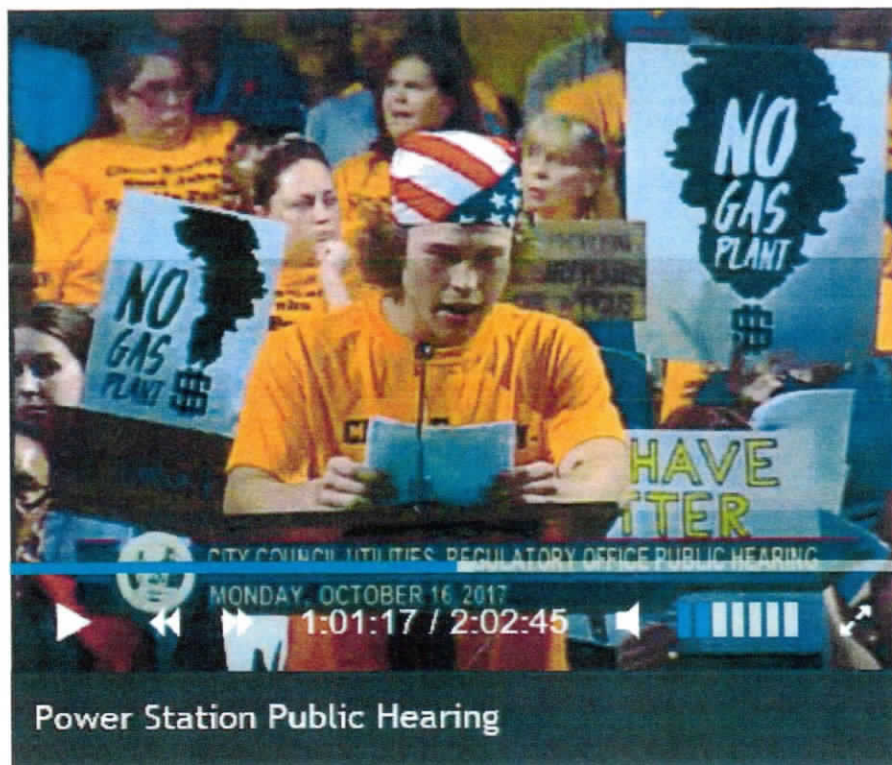




Power Station Public Hearing



Power Station Public Hearing



September 17, 2018, Text Message Communications

Wendell Bugg to Charles Rice

"You made This Week with John Oliver in a segment about Astroturfing. Crowds on Demand was hung out there."

